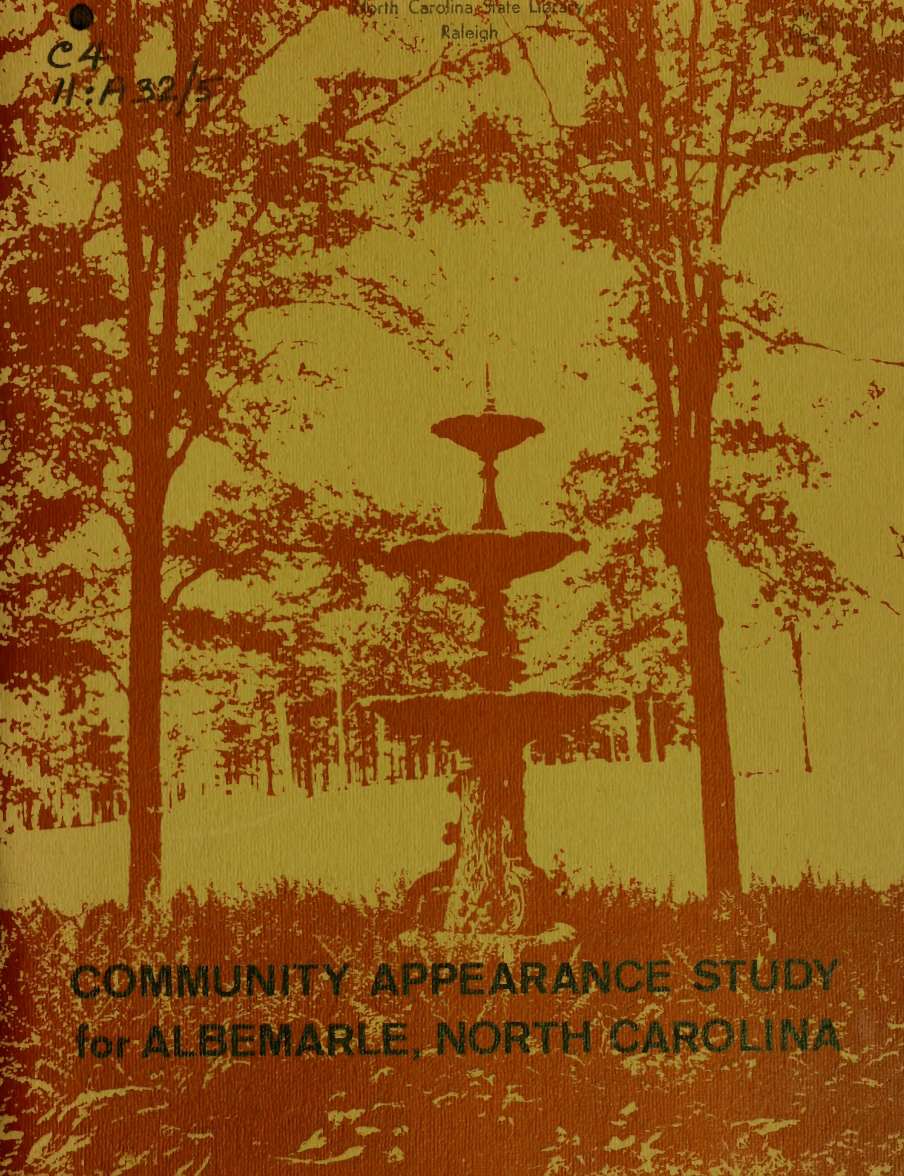
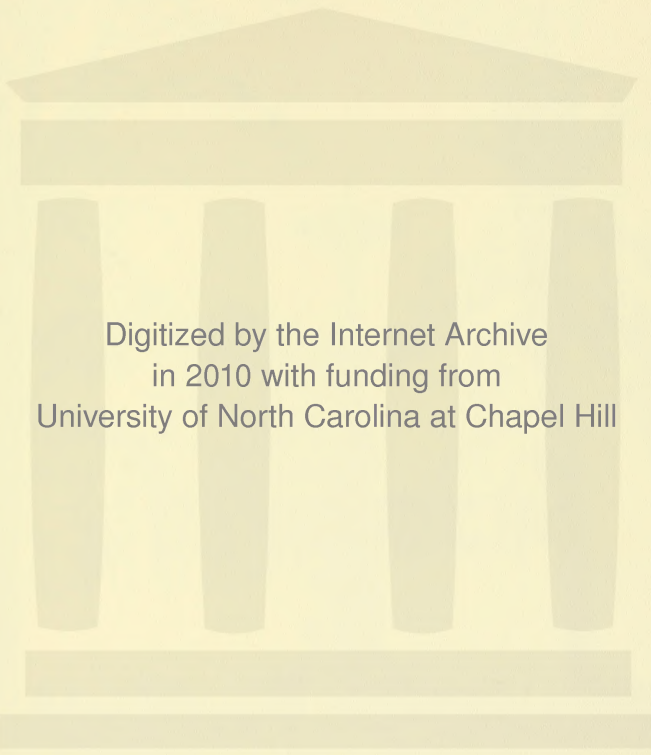


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COMMUNITY APPEARANCE STUDY
for ALBEMARLE, NORTH CAROLINA

"UGLINESS IS THE NORM; THAT WHICH IS BEAUTIFUL IS CONSPICUOUS, AND
BEING CONSPICUOUS, PEOPLE ARE NOT TOO SURE THEY WANT IT." CARL DAIR



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COMMUNITY APPEARANCE STUDY for ALBEMARLE, NORTH CAROLINA

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City Manager - Wilson D. Coleman

CITY COUNCIL

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Carlton B. Holt
G. T. Rabe, Jr.
Robert L. Vick
Elbert L. Whitley, Jr.

PLANNING BOARD

Gerald Ehringer, Chairman
E. F. Wilson, Secretary
J. P. Mauldin
C. R. Earnhardt
E. M. Knotts
Edward Underwood
Cecil Moose
Clyde Whitley
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Members of the Garden Club Council of Albemarle
Robert D. Amos, City Recreation Director
Lendell Smith, City Engineer
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Beautification Committee of Albemarle Chamber
of Commerce
Robert T. Crawford, Jr., Executive Vice President
Albemarle Chamber of Commerce
Members of all the various garden clubs, who
participated in the surveys for the study.

TABLE OF CONTENTS

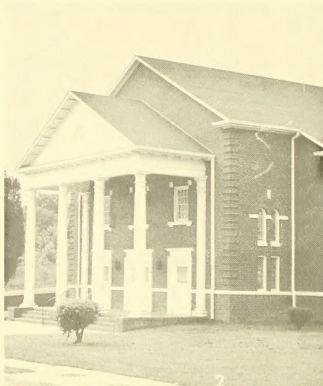
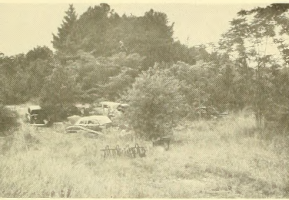
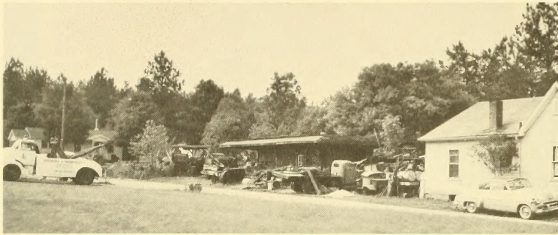
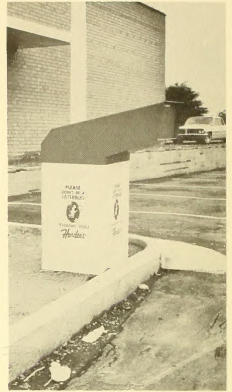
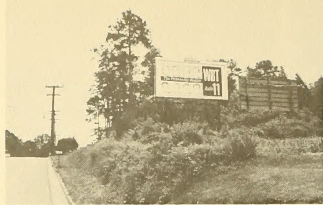
	<u>PAGE</u>
INTRODUCTION	2
IMAGE SURVEY	6
VISUAL SURVEY	32
RESIDENTIAL APPEARANCE	42
COMMERCIAL APPEARANCE	
Downtown Albemarle	56
Highway Commercial	71
Service Stations	79
INDUSTRIAL DEVELOPMENT	84
GENERAL APPEARANCE	
Public and Semi-public Buildings and Land	93
Highway Entrances to Albemarle	96
Overhead Wiring and Utility Poles	99
Signs	101
Parking Lots	105
STREET TREES	110
IMPLEMENTATION	120
APPENDIX	132

"WE SHOULD SO LIVE AND LABOR IN OUR TIME THAT WHAT CAME TO US AS SEED MAY GO THE NEXT GENERATION AS BLOSSOM, AND WHAT CAME TO US AS BLOSSOM MAY GO TO THEM AS FRUIT. THIS IS WHAT WE MEAN BY PROGRESS."

H. W. BEECHER



INTRODUCTION



INTRODUCTION

Drive down almost any street in almost any city in America and see what counterfeit values we accept in the name of progress. You will see acres of bare parking lots, vacant fields overgrown with weeds, junkyards, used car lots and service stations with an over-abundance of signs and clutter. And if there happens to be a dogwood tree in bloom, the chances are good that there will be a billboard to hide it from your view.

As the cities of North Carolina and America grow rapidly larger, the danger increases that we accept this ugliness as though it were the inevitable result of progress, but is this really progress? Or is there a larger vision? We believe there is. A beautiful community clearly expresses the civic pride and public spirit of its citizens. Its appearance plays a vital role in attracting new residents, industry and economic potential. Industry's officials today are aware of the need for selecting a potential site for a new plant in a town which is pleasant to live in and offers a worthwhile community atmosphere for its employees. Not only does the beautiful community reap the benefits of expanded economic resources, but most of all it contributes to a more satisfying and worthwhile environment for all of its local inhabitants.

Recently the citizenry of Albemarle, North Carolina has become concerned about the growing problem of community appearance. It was felt by the City fathers that a comprehensive study of the entire appearance of the community might shed some light on what approaches might be taken to tackle the problem. The City of Albemarle then contracted with the Division of Community Planning to undertake this study in conjunction with the comprehensive planning of the City.

By creating public awareness of the values of a beautiful community, it is hoped that local citizens, city officials and civic organizations will be moved to action. This study will provide guidelines for the establishment of a city-wide beautification program. It outlines basic principles for the overall physical improvement of the City, suggests projects to be undertaken and sets up possible procedures for carrying out these projects.



"HERE IS YOUR COUNTRY. DO NOT LET ANYONE TAKE IT OR ITS GLORY AWAY FROM YOU. DO NOT LET SELFISH MEN OR GREEDY INTERESTS SKIN YOUR COUNTRY OF ITS BEAUTY, ITS RICHES OR ITS ROMANCE. THE WORLD AND THE FUTURE AND YOUR VERY CHILDREN SHALL JUDGE YOU ACCORDING AS YOU DEAL WITH THIS SACRED TRUST."

THEODORE ROOSEVELT



IMAGE SURVEY

IMAGE SURVEY

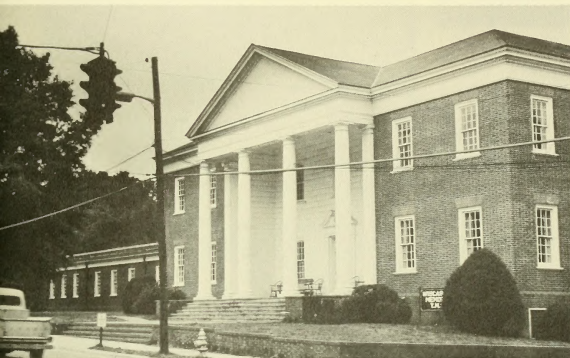
It is a difficult thing to describe or analyze the things which make a community beautiful. Our knowledge of the way in which people perceive their surroundings remains incomplete. We do know that the enjoyment of a scene depends on a great many factors, including the individual outlook each person carries within himself. We know that the impacts of visual impressions - colors, shapes, textures, lines, distances - are tempered by one's own unique experiences, which are related to comfort, convenience, safety, economy, etc. In other words beauty, in essence, produces the experience of pleasure. Generally, this experience of pleasure occurs when all relationships perceived are harmonious. Whether this be a residence that blends with its surroundings or a sign on a building, it can be beautiful and therefore produce the experience of pleasure.

In very general terms, the appearance of a city may be evaluated in two different ways: (1) by means of an image survey and (2) by a visual survey. An image survey determines what people remember about the different buildings, land and development within the city where they live out their lives. By finding out what people remember about their community we can begin to find out those things which are most important to them, and therefore the buildings or places which have the greatest meaning in their lives. A visual survey on the other hand is the process of grading or reviewing the physical appearance of a city's development while actually viewing it. The visual survey (presented in the next chapter) points out general or specific considerations which need to be improved in order to make a particular building or place appear better.

In order to obtain a better insight into local perceptions of appearance in Albemarle, a survey prepared by the Division of Community Planning was undertaken by the Garden Clubs of Albemarle. This survey was designed to project the visual images within Albemarle by which people identify the City. The results of the image survey are presented in the remainder of this chapter. The numbers following the replies indicate the number of times this particular answer was given.

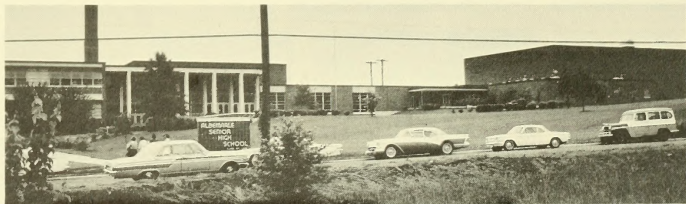
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MAKE A LIST OF AT LEAST TEN THINGS WHICH YOU WOULD WANT TO SHOW A VISITOR WHO HAD NEVER SEEN ALBEMARLE. THESE MIGHT BE BUILDINGS, PLACES, OR AREAS WITH A PARTICULAR SCENIC BEAUTY OR QUALITY.



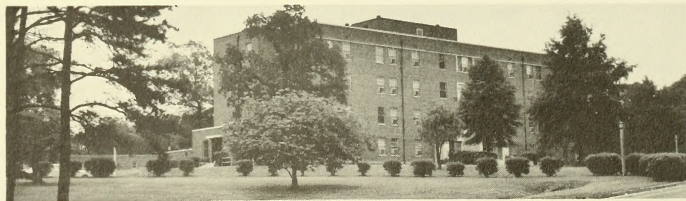
WISCASETT MEMORIAL YMCA

43



ALBEMARLE SENIOR HIGH

40



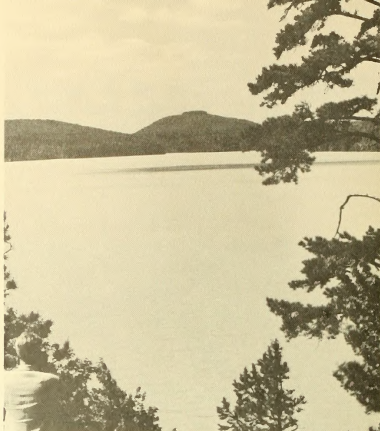
STANLY COUNTY HOSPITAL

30



FOREST HILLS

29

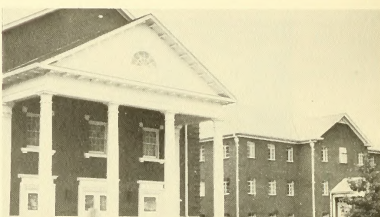
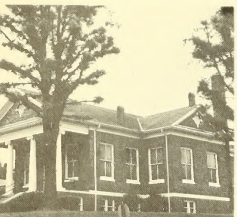
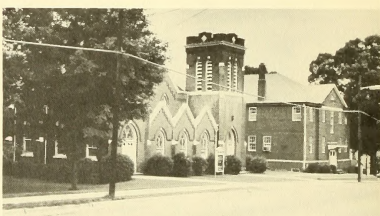
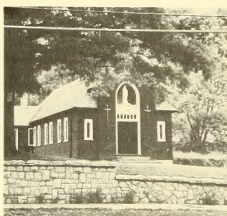
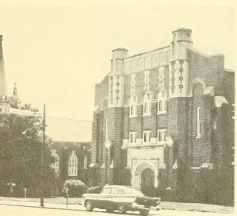
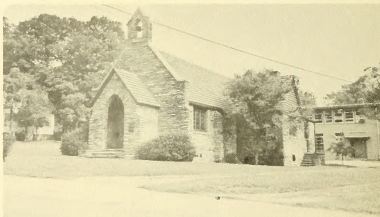
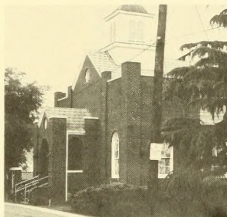


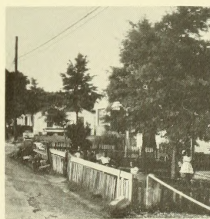
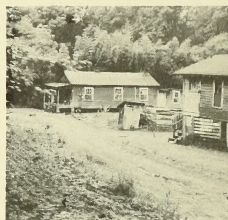
MORROW MOUNTAIN STATE PARK

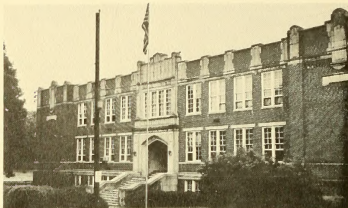
26

ALL CHURCHES

21







ALL INDUSTRIAL PLANTS & BUILDINGS	8	NEW MOTEL	2
COLLINS & AIKMAN	8	NEW POST OFFICE SITE	2
WAR MOTHERS' MEMORIAL GARDEN	8	STOVALL-WOLFE	1
STANLY COUNTY PUBLIC LIBRARY	7	RANDALL BAPTIST CHURCH	1
FIRST NATIONAL BANK	7	EPISCOPAL CHURCH	1
BADIN ALCOA ALUMINUM PLANT	6	ALBEMARLE JUNIOR HIGH & ATHLETIC FIELD	1
PARK (WISCASETT)	6	ALL OLD HOMES	1
KRON ESTATE	5	FIRIN HEIGHT	1
RIVER HAVEN	5	DR. ED BEVINS' HOME	1
FIRST NATIONAL BANK DRIVE-IN	5	H. A. BARTON HOME	1
STANLY COUNTY HEALTH CENTER	5	PAUL FRY HOME	1
CONRAD'S	4	COLLINS & AIKMAN GUEST HOUSE	1
CENTRAL METHODIST CHURCH	4	W. H. MORROW HOUSE	1
SPENCE KIRK HOME & YARDS	4	DENNINGS HOME	1
ARMY RESERVE CENTER	4	STARNE'S HOME	1
CITY PARKS	4	GRAIN ELEVATORS	1
LAKE TILLERY	4	SYNDER'S	1
LUTHERAN CHURCH	3	AMERICAN & EFIRD, INC., CHURCHES	1
WESLEY HEIGHTS	3	WISCASETT CHURCHES	1
T. C. HEARNE HOME	3	LOVELY ROLLING COUNTRY ROADS	1
FERNWOOD	3	NEW SUPER MARKETS	1
RUSSELL HELDERMAN HOME	3	GARDEN CLUB PLOTS	1
VALLEY DRIVE HOMES	3	CLAUDE GRIGG'S ROSE GARDENS	1
AMERICAN & EFIRD, INC., MILLS	3	LOVELY SHADED STREETS	1
BAPTIST HOME FOR AGED	3	VIEW FROM QUIMBY SHOPPING CENTER	1
BADIN COUNTRY CLUB	3	VIEWS FROM LOCAL HILLTOPS	1
PINEY POINT GOLF CLUB & COURSE	3	WIDE STREETS IN CBD	1
BADIN LAKE	3	DOGWOOD TREES	1
ALBEMARLE CENTRAL	2	VIEW FROM METHODIST YOUTH CENTER	1
DOGWOOD LANES' HOMES	2	STANLY NEWS & PRESS BUILDING	1
PEE DEE AVE.'S HOMES	2	TOWN MOTEL	1
GROVES HOME	2	SUNSET MOTEL	1
M. M. PALMER HOME	2	PFEIFFER COLLEGE	1
JOHN MORROW HOME	2	TOWN & COUNTRY INN & RESTAURANT	1
AUSTIN KNITTING MILLS	2	HIGHWAY PATROL BUILDING	1
AMERICAN & EFIRD, INC., HOMES	2	MORROW MT. POOL	1
BYPASS 27-24	2	CENTER THEATER	1
CBD	2	NURSES HOME	1
CITY HALL	2		

2

LIST AT LEAST FIVE STREETS IN ALBEMARLE WHICH YOU FEEL ARE PLEASANT TO DRIVE DOWN.



PEE DEE AVENUE

30



NORTH 10TH STREET

29



McGILL DRIVE

15

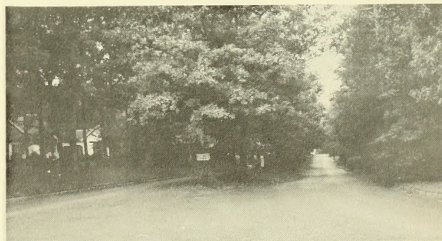


NORTH 9TH STREET

30

EAST CANNON AVENUE

22

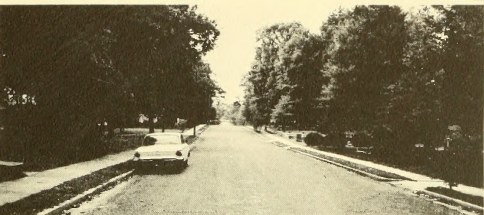


EAST STREET

12

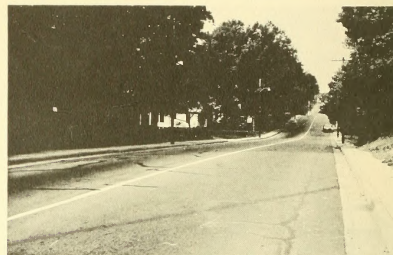
NORTH 6TH STREET

11



EAST MAIN STREET

10



AZALEA DRIVE

9

NORTH 2ND STREET

9



NORTH 1ST STREET	6
SOUTH 1ST STREET	5
PARK LANE	5
BRUNSON DRIVE	5
FOREST HILLS STS.	5
MONTGOMERY AVENUE	4
NORTH 5TH STREET	3
GARRISON DRIVE	2
NORTH 3RD STREET	2
MELCHOR DRIVE	2
WEST MAIN STREET	2
WESLEY HEIGHTS STREETS	2
SEVENTH STREET	2
YADKIN AVENUE	2
BADIN ROAD	2
HOSPITAL PARK	1
11TH STREET	1

MAPLE AVENUE	1
PALMER STREET	1
CALHOUN STREET	1
HERMITAGE DRIVE	1
PARK ROAD	1
NORTH SEVENTH STREET	1
ROUTE #52	1
STREET BY NEW SAVINGS & LOAN	1
NORTH 8TH STREET	1
MILL VILLAGE	1
NORTH STREET	1
FRANKLIN STREET	1
AVONDALE	1
SWIFT DRIVE	1
RALEIGH HIGHWAY	1
STREETS IN NEW DEVELOPMENTS	1
STREET TOM WOLFE'S HOUSE IS LOCATED	1

3

LIST SOME OF THE STREETS IN ALBEMARLE WHICH YOU FEEL ARE UNPLEASANT TO DRIVE DOWN.

BROWN AVENUE OFF 5TH STREET

16



MONTGOMERY STREET

16



DEPOT STREET

13



SOUTH 4TH STREET

12



WEST MAIN STREET	6	FEEDEE & RIDGE CORNER	1
EAST SOUTH STREET	6	FIVE POINTS	1
EAST MAIN STREET	6	BROOME STREET	1
SOUTH 3RD STREET	5	RAILROAD STREET	1
HEARNE STREET	4	LOVE STREET	1
5TH STREET	4	EFIRD STREET	1
OLD CHARLOTTE ROAD	4	YADKIN	1
SIBLEY AVENUE	3	ROUTE #52	1
FOREST AVENUE	3	NORTH 7TH STREET	1
KINGVILLE STREETS	3	CBD STREETS WITH VACANT BUILDINGS	1
AVONDALE DRIVE	3	HUCKABEE STREET	1
CAROLINA AVENUE	2	FREEMAN STREET	1
BROOKWOOD AVENUE	2	STREETS WITH HOUSE TRAILERS	1
CEDAR AVENUE	2	STREETS WITH WEEDED LOTS	1
WEST SOUTH STREET	2	KING STREET	1
EAST SOUTH STREET	1	SQUARE	1

4

LIST ANY LOOKOUT POINTS OR SIGNIFICANT VIEWS YOU ENJOY WHEN EITHER WALKING OR RIDING THROUGH THE CITY.

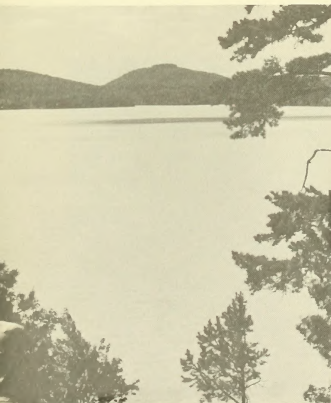


LOOKING DOWN FROM THE SQUARE

6

NORTH 2ND STREET & MAIN ST.
FROM TOP OF HILL

5



METHODIST YOUTH CENTER

5

MORROW MT. PEAK FROM BADIN ROAD

5



HOBERT MORTON'S PLACE



SENIOR HIGH SCHOOL	2	YMCA PARK	1
DOWN NORTH ST. TOWARD 1ST		MAPLE INN	1
PRESBYTERIAN CHURCH	2	PRESLY CHURCH IN SPRING & FALL	1
CABLE AVE. LOOKING OUT 24-27		CORNER OF 4TH & EAST SOUTH STREETS	1
BYPASS EAST	2	BRUNSON DRIVE AREA	1
YARDS, CARDENS, TREE-LINED STREETS	2	FROM YADKIN STREET TO 8TH STREET	1
HOSPITAL LANDSCAPE	2	NORTH FROM QUMBY SHOPPING CENTER	1
COBLERS MT. (KNOB MT.)	2	NORTH ALBEMARLE SCHOOL	1
FROM CHARLOTTE RD. & W. MAIN		CANNON AVENUE	1
TOWARD CITY	1	5TH STREET	1
AREAS WITH TREES	2	SOUTH 4TH STREET	1
EAST & WEST MAIN	1	PRIMITIVE BAPTIST CHURCH NEAR BADIN	1
MONTGOMERY WEST FROM TOP OF HILL	1	HILL OVERLOOKING VALLEY DRIVE	1
NO PARTICULAR VIEW	1	HEARNE ACRE	1
OAKWOOD PARK	1	WISCASETT PARK	1
1ST BAPTIST CHURCH	1	MARY HEAVES HOME	1
LUTHERAN CHURCH STEEPLE	1	FROM THOMPSON'S HOUSE	1
NORTH STREET COINC WEST	1	VIEW FROM BRIDGE ON TROY ROAD	1
CHRIST EPISCOPAL CHURCH	1	NORTH 1ST STREET	1
WAR MOTHERS' GARDEN	1	WISCASETT STREET	1
STANLY COUNTY HEALTH CENTER	1	N. C. 24-27 S.W. ENTRANCE ABOUT	
ALEX LOWER YARD	1	4 MILES FROM ALBEMARLE	1
LICHTED CHURCH STEEPLES	1		
ATTRACTIVE WINDOWS AT JAMES',			
CONRAD'S, & MOOSE'S	1		

5

LIST THE BUILDINGS OR PLACES WITHIN THE DOWNTOWN BUSINESS DISTRICT YOU FEEL ARE MOST DISTINCTIVE. THESE MAY BE LARGE OR SMALL.



CONRAD'S

35

FIRST NATIONAL BANK

33

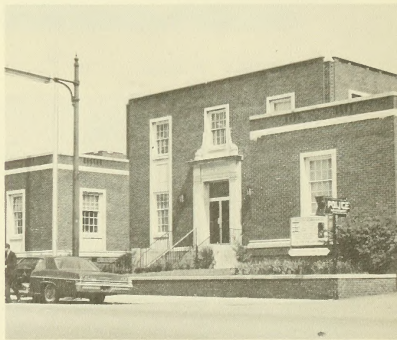


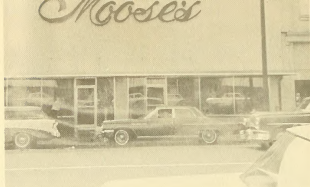
CITY HALL

17

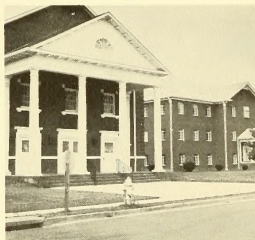
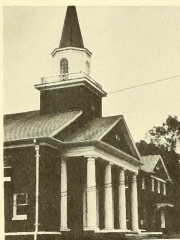
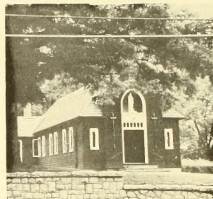
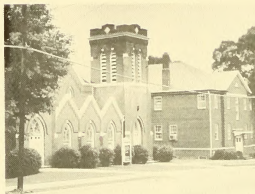
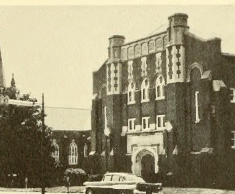
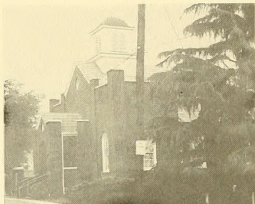
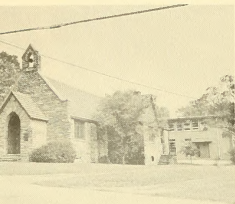
FIRST NATIONAL BANK DRIVE-IN

16





ALL CHURCHES



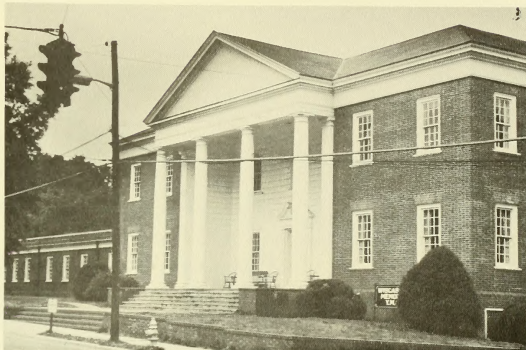
HOME SAVINGS & LOAN

1ST LUTHERAN CHURCH	6
YMCA	6
N. C. SAVINGS & LOAN	5
CENTRAL METHODIST CHURCH	4
ALLEN'S CLOTHING	4
1ST BAPTIST CHURCH	3
STANLY NEWS & PRESS BUILDING	3
CHAMBER OF COMMERCE	3
STARNE'S JEWELRY	2
CONCORD TELEPHONE BUILDING	2
NEW WINN-DIXIE STORE	2
POST OFFICE	2
COUNTY LIBRARY	2
FAGAN'S BOOK STORE	2
HIRAM'S FLOWER SHOP	2
ALL BANKS	2
LIBRARY	2
2ND STREET PRESBYTERIAN CHURCH	2

1ST PRESBYTERIAN CHURCH	1
2ND METHODIST CHURCH	1
HOUSE ON SOUTH ST. CONVERTED TO SHOPS & OFFICES	1
HIGH SCHOOL	1
CONFEDERATE MOTORS	1
WISCASSETT YMCA	1
PROFESSIONAL BUILDING ON NORTH STREET	1
2ND STREET BY TERAIRN CHURCH	1
NEW MOTEL	1
LOWDER'S GRADEN CENTER	1
STATE HIGHWAY OFFICE	1
CITY HALL FLOWERBED	1
DR. TUTTLE'S BUILDING	1
EPISCOPAL CHURCH	1
BELK'S STORE	1
SOUTH 1ST ST. 2 RENOVATED BUILDINGS	1

6

LIST THE PUBLIC BUILDINGS OR PLACES NOT IN THE DOWNTOWN WHICH YOU FIND ATTRACTIVE OR PLEASANT.



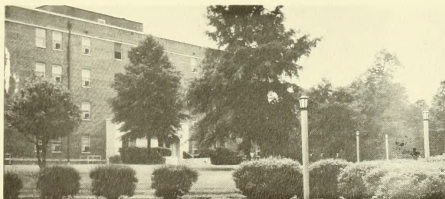
WISCASSETT YMCA

26



ALBEMARLE SENIOR HIGH

22



STANLY COUNTY HOSPITAL

18

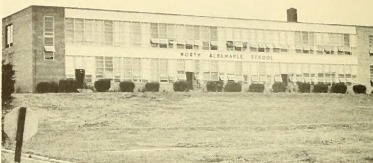
ALBEMARLE CITY WATER WORKS

11



STANLY COUNTY MEDICAL ARTS BUILDING

8



NORTH ALBEMARLE SCHOOL

8

STANLY COUNTY HEALTH CENTER

7



TOWN & COUNTRY INN

7



DIVISION OFFICE OF HIGHWAY DEPARTMENT

5

ALL SCHOOLS	5	KINGVILLE LIBRARY	1
ROCK CREEK PARK	4	BADIN LAKE	1
SUNSET MOTEL	4	BOWLING ALLEY	1
STOVALL-WOLFE FORD BUILDING	4	COCA-COLA PLANT	1
MOOSE LODGE	4	CHATU WORKS	1
JEFFREY'S	3	DOCTORS' CLINIC ON YADKIN	1
NEW WINN-DIXIE	3	N. ALBEMARLE BAPTIST CHURCH	1
AUSTIN KNITTING MILLS	3	EPISCOPAL CHURCH	1
HIGHWAY PATROL OFFICE	3	KRON ESTATE	1
WAR MOTHERS' MEMORIAL GARDEN	3	LIBRARY	1
S. ALBEMARLE BAPTIST CHURCH	2	HOME BUILDING & LOAN	1
DOGWOOD LANES	2	N. C. SAVINGS & LOAN	1
FIRST NATIONAL BANK	2	NEW MOTEL, S. 1ST STREET	1
ARMY RESERVE CENTER	2	ALL CHURCHES	1
FOREST HILLS RESIDENTIAL AREA	2	WISCASSETT PARK	1
MORROW MT. PARK AREA	2	CONCORD TELEPHONE OFFICE	1
CITY HALL	2	INTERNATIONAL HARVESTER BUILDING	1
COLLINS & AIKMAN	2	M. M. PALMER FARM	1
HARWOOD'S FLORIST	2	SERVICE DISTRIBUTING COMPANY	1
CONRAD'S	2	HELDERMAN HOME	1
STANLY COUNTY HEALTH CENTER	1		

7

LIST THE PUBLIC BUILDINGS OR PLACES WHICH YOU FIND UNPLEASANT OR UNATTRACTIVE.



COURTHOUSE

42

STANLY COUNTY PUBLIC LIBRARY

12

COMMUNITY BUILDING

8

ALBEMARLE HOTEL ON WEST MAIN STREET
AT 1ST STREET

8

REAP APARTMENT

6



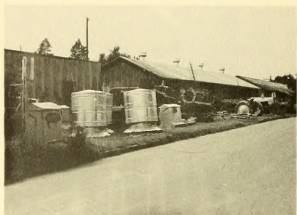
HENRY'S LUNCH

4



VACANT BUILDING AT WEST END OF CBD

7



TRAYWICK FEED & SEED

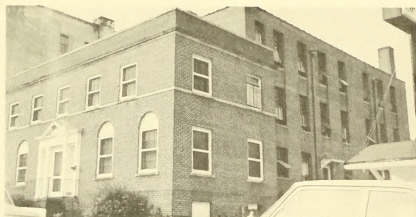
4

OLD ALAMEDA THEATER

3

JAILHOUSE

3



LOT BETWEEN CITY HALL & CENTRAL
METHODIST CHURCH

3

HAIRE HOUSE

2

MARALISE HOTEL

2

BRIDGE, JUST PAST THE RAILROAD

2

ON W. MAIN STREET

WESTERN HALF OF BLOCK BETWEEN DEPOT

2

AND 1ST ST. ON W. MAIN ST.

ALBEMARLE MUSIC STORE BUILDING

2

AUTO JUNK YARDS

2

EFIRD'S

2

LOWDER HARDWARE

2

TAXI STATION

2

SUB-STATION ON RIDGE ROAD

2

BUS STATION

1

USED CAR LOT ON S. 1ST STREET

1

STOP & SHOP

1

ALBEMARLE DRUG STORE

1

TUCKERS WAREHOUSE

1

OFFICE BUILDING ON S.E. CORNER

1

WAREHOUSE ACROSS DEPOT ST. FROM

STANLY NEWS & PRESS BUILDING

1

GABARRUS BANK

1

ROSE'S

1

RAYLASS

1

KNISTER'S

1

ALBEMARLE RADIO COMPANY

1

OLD STOREFRONTS

1

JUNIOR HIGH

1

CURE MARKET ON E. MAIN (BADIN ROAD)

1

HARMONICO'S

1

WELDING SHOP ON CONCORD ROAD

1

IMPLEMENT COMPANY ON CONCORD ROAD

1

COBLE'S BARN

1

OLD EFIRD SCHOOL

1

CORNER OF MONTGOMERY & SMITH

1

CORNER OF PEEDEE & RIDGE

1

REMOVE LITTER ON STREETS

1

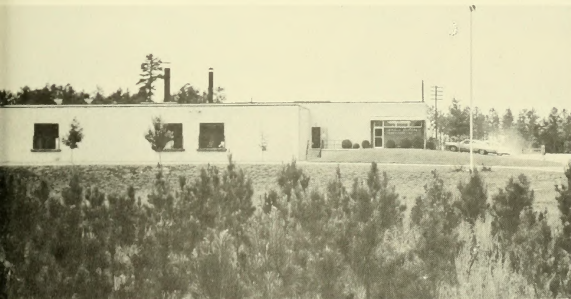
8

LIST ANY INDUSTRIAL AREAS WHICH ARE GENERALLY NEAT AND CLEAN
LOOKING.



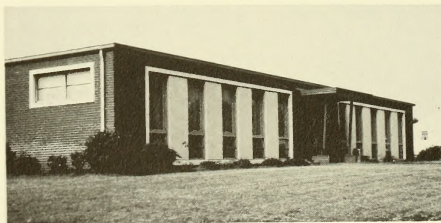
WISCASSETT MILLS

9



JEFFREY'S

15



AUSTIN KNITTING MILLS

12



COLLINS & AIKMAN

12



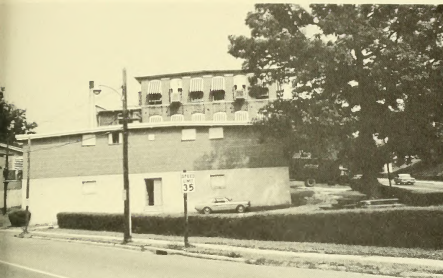
E. J. SYNDER'S PLANT

9

AMERICAN EFIRD MILLS	5
ALL INDUSTRIES EXCEPT THOSE ON W. MAIN	4
COCA-COLA	2
ALCOA	2
MILL DISTRICTS	2
CITY WATER PLANT	1
NEW WINN-DIXIE	1
CONCORD TELEPHONE BUILDING	1
1ST NATIONAL BANK DRIVE-IN	1
CANNON	1

9

LIST ANY INDUSTRIAL AREAS WHICH DETRACT FROM ALBEMARLE'S APPEARANCE.

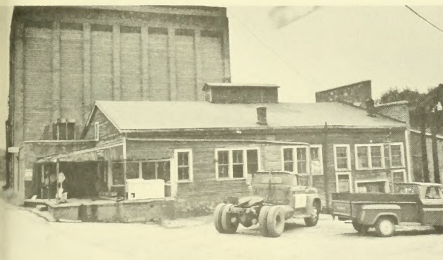
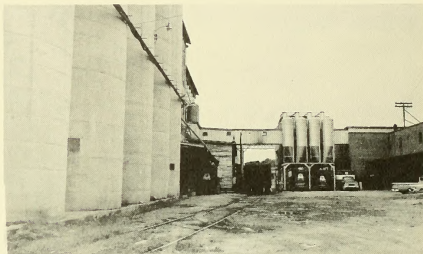


KNISTER'S

6

ALL STAR MILLS

5

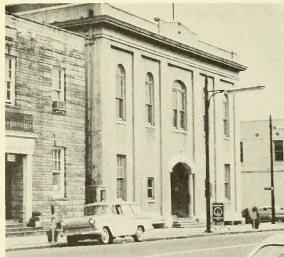


OLD ICE PLANT

3

COURTHOUSE

3



USED CAR LOTS IN CBD

2

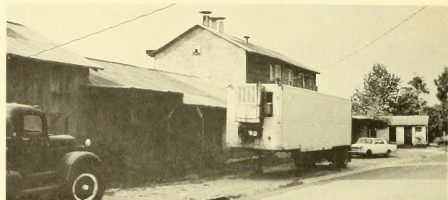
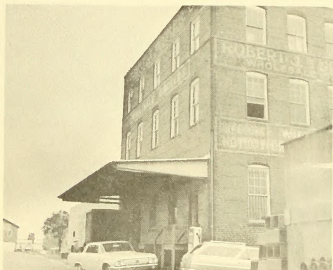
DEPOT ST. FROM N. TO W. MAIN STREET
WITH BILLBOARDS, SIGNS,
CLUTTERING ENTRANCES AND
EXITS TO CITY

2



TUCKER'S WAREHOUSE

2



TRAYWICK FEED MILL

2

SOUTH DEPOT	2	S. RAILROAD STREET	1
SEVERAL AREAS DETRACT	2	HARMONICO'S	1
REMOVE COLLINS & AIKMAN SIGN ON		BACK OF SYNDER'S	1
WATER DEPT. LAWN	1	STORES TOO CLOSE TO SIDEWALKS	1
HUCKABEE LUMBER SURROUNDINGS	1	HOLBROOK'S WAREHOUSE	1
JUNK YARDS	1	RIGHT SIDE OF N. 4TH FROM 5 POINTS	
UNMOVED & UNKEPT VACANT LOTS &		TO NORTH EAST AND LEFT	
BUILDINGS	1	SIDE OF 5TH FROM PEEDEE	
OBSELETE & DILAPIDATED BILLBOARDS	1	TO N. EAST STREETS	1
UNMOWED RIGHT-OF-WAYS & BEER CANS		ALBEMARLE MILLS	1
CLUTTERING IN DITCHES	1	CONSOLIDATED LUMBER COMPANY	1
WILSON FARM SUPPLY	1	MONTGOMERY & 4TH STREET AREA	1
AMERICAN & EPIRD MILLS	1	AREA BEHIND COURTHOUSE	1
HOTEL BUILDING	1	SEVERAL AREAS DETRACT	1
CALDWELL HOLBROOK LOT (CORNER OF			
MONTGOMERY & SMITH STS.)	1		

10

WHICH OF THE MAJOR ROUTES COMING INTO ALBEMARLE DO YOU FIND MOST PLEASING? WHY?

N.C. 24-27 SOUTHWEST TOWARD CHARLOTTE	18
FEW BILLBOARDS, PRETTY ROLLING TERRAIN, NICE HOMES ON BYPASS	6
WELL KEPT YARDS & HOMES	3
PLEASING TO THE EYE, ATTRACTIVE SCENERY	3
GOOD VIEW OF ALBEMARLE	2
N.C. 24-27 EAST TOWARD TROY	16
VIEW FROM SWIFT ISLAND BRIDGE OVER- LOOKING LAKE AND MT. IN BACKGROUND	6
TOO MANY AUTO JUNK YARDS	3
NOT CLUTTERED WITH SIGNS	1
HIGHWAY CONSTRUCTION	1
U.S. 52 NORTH TOWARD SALISBURY- KANNAPOLIS	15
LESS CONGESTION, PRETTY PLANTINGS	2
WIDE STREETS WITH ATTRACTIVE BUILD- INGS	5
ATTRACTIVE AND WELL KEPT	3
NO SLUMS, LOVELY HOMES	1
GROWING	1
U.S. 52 SOUTH TOWARD WADESBORO	12
STREETS ARE WIDE WITH ATTRACTIVE BLDGS.	1
ROADS IN BETTER CONDITION WITH ATTRACTIVE BLDGS.	1
TREES PLANTED ON ROADSIDES	1
LANDSCAPING ON BYPASS	1
N.C. 740 NORTH TOWARD BADIN	10
AFTER PASS FAIRGROUNDS, PRETTY HOMES AND LANDSCAPING	3
UNCLUTTERED EXCEPT FOR SALVAGE YARDS	1
N.C. 73 WEST TOWARD CONCORD- KANNAPOLIS	6
BEAUTIFUL SCENERY	2

11

WHICH OF THE MAJOR ROUTES COMING INTO ALBEMARLE DO YOU FIND MOST UNPLEASANT? WHY?

N.C. 73 WEST TOWARD CONCORD- KANNAPOLIS	13
CLUTTERED LOOKING & POORLY KEPT ALONG HIGHWAY	4
NOTHING ATTRACTIVE, ROAD IS TOO NARROW AND ROUGH	3
NARROW ROAD, BUMFY, CURVY	3
JUNKY FRONTS ON SEVERAL BUILDINGS	2
JUNK FARM EQUIPMENT	2
DAGEROUS CURVES	1
N.C. 24-27 EAST TOWARD TROY	10
TOO MANY AUTO JUNK YARDS	10
JUNK PILES, CONGESTION AREAS SHOULD BE CLEARED	1
DIRTY	1
N.C. 24-27 SOUTHWEST TOWARD CHARLOTTE	7
HIGHWAY IS NARROW BEYOND CREEK ON W. MAIN & TOO MANY ILL KEPT HOMES AND BUILDINGS	2
LONG CREEK BRIDGE IS UNATTRACTIVE, UNMOWED TO HIRAM, REMODEL STOP AND SHOP	1
RAILROAD TRACKS	1
U.S. 52 NORTH TOWARD SALISBURY- KANNAPOLIS	6
VERY CONGESTED AND CROWDED	3
TOO MANY USED CAR LOTS	1
NARROW, COMMERCIALIZED, DIRTY, LITTERED	1
U.S. 52 SOUTH TOWARD WADESBORO	3
UNPLEASING TO EYE	1
NARROW ROAD	1
N.C. 740 NORTH TOWARD BADIN	1
NONE	1

12

IN YOUR OPINION WHAT THINGS SHOULD BE DONE AS A FIRST STEP
IN AN OVERALL BEAUTIFICATION PROGRAM FOR THE CITY OF ALBE-
MARLE?

ANTI-LITTER CAMPAIGN	31
IMPROVE HIGHWAY ENTRANCE TO TOWN	25
REMOVE BILLBOARDS	23
OVERALL PUBLICITY ON BEAUTIFY ALBEMARLE THEME	
ADOPT AND ENFORCE SIGN ORDINANCE	16
PUT ALL OVERHEAD WIRING UNDERGROUND	16
IMPROVE CITY PARKS	16
ADOPT CITY FLOWER	15
TREE PLANTING PROGRAM	14
ADOPT CITY TREE	13
LANDSCAPE COURTHOUSE BUILDING	4
LANDSCAPE DOWNTOWN BUILDINGS	3
LANDSCAPE ALL PUBLIC BUILDINGS	2
MOVE ALL TRAILERS FROM CITY TO TRAILER PARK	
CLEAN VACANT LOTS	2
IMPROVE HEARNE PARK	2
PUT MEDIAN ON MCGILL DRIVE	1
KEEP REDWOOD BOXES FRESH WITH NICE PLANTS	1
MODERNIZE BUILDINGS	1
NEW COURTHOUSE, PRESENT ONE IS DISGRACE	1
KEEP BILLBOARDS UP TO DATE	1
PUBLICIZE NEED FOR CITY BEAUTIFICATION	1
PUT PARK BETWEEN MCGILL & AZALEA	1
PLANT CREPE MYRTLES ALONG STREETS	1
ADOPT WHITE OAK AS CITY TREE	1
ADOPT AZALEA AS CITY FLOWER	1
CHANGE NAMES OF STREETS - E. NORTH, W. SOUTH, EAST ST.	1

13

IS THERE ANYTHING CHARACTERISTIC OR DISTINCTIVE ABOUT ALBE-
MARLE WHICH WOULD SET IT APART FROM OTHER TOWNS ITS SIZE IN
NORTH CAROLINA? IF NOT - SHOULD THERE BE?

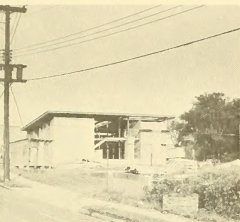
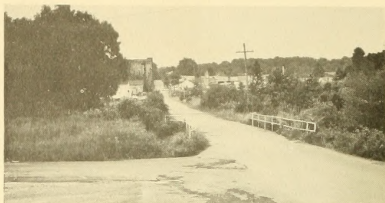
YES	7
NO (DISTINCTIVE FEATURES ARE BELOW)	0
CLEAN, NEAT	7
LANDSCAPED YARDS	7
ATTRACTIVE ENTRANCES TO ALBEMARLE	7
NO SLUM AREAS	6
BEAUTIFUL RESIDENTIAL SECTIONS	4
NEAT, AND WELL DESIGNED HOUSES	3
LOVELY TREES	3
MANY INDUSTRIAL PLANTS	2
FRIENDLY PEOPLE	2
COUNTRY ROADS	2
HILLTOP VIEWS	2
EXCELLENT RECREATION PROGRAM FOR YOUTH & ADULTS	2
NEGRO SECTION CONFINED TO ONE AREA	2
CHURCHES	1
NICE SCHOOLS ESPECIALLY SR. HIGH & CENTRAL	1
GARDENS, FLOWERS	1
GARDEN CLUB PLOTS	1
SQUARE SITUATED ON HILL	1
ATTRACTIVE HILL VILLAGES	1
NO INDUSTRIAL ODOR	1

"WHATEVER IS IN ANY WAY BEAUTIFUL
HATH ITS SOURCE OF BEAUTY IN ITSELF,
AND IS COMPLETE IN ITSELF; PRAISE
FORMS NO PART OF IT. SO IT IS NONE THE
WORSE NOT THE BETTER FOR BEING
PRAISED."

MARCUS AURELIUS ANTONINUS



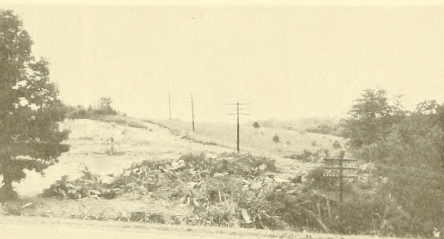
VISUAL SURVEY



VISUAL SURVEY

In addition to the image survey presented in the preceding chapter, two visual surveys were undertaken for this study. One of these visual surveys was done by the garden clubs of Albemarle. This survey was primarily concerned with the many physical details which make up the visual scene of the City - street development, building conditions, street trees, etc.

The garden clubs of Albemarle did an excellent job working together and completing this extensive survey. Their work has been extremely helpful to the appearance study itself, and the detailed information obtained may be used by the City to point out specific things which need to be done to improve the appearance of Albemarle. The detail results of this survey are shown on pages 34 - 37.



For this survey the City of Albemarle was divided into 15 districts. These 15 districts were then divided into numbered blocks according to how many blocks were in the district. Each of the 15 garden clubs of Albemarle was given a district to be surveyed by its members.

In the formulation of this study, it was found that the old adage - one picture is worth 1,000 words, could never be truer than in the presentation of an appearance report. For this reason the visual survey undertaken by the Division of Community Planning consisted of a complete photographic analysis of the entire City of Albemarle.

In the following chapters the extensive use of these photographs should help in projecting the visual impression to the reader. These photographs have been used to show not only the more beautiful sections in Albemarle, but some of the unsightly ones as well. We want to point out that it was far more difficult to find the bad examples than the good ones, but since the purpose of this report is to make a good community even better, we ask the indulgence of the citizens of Albemarle for some of our less flattering views.



AREA

I

II

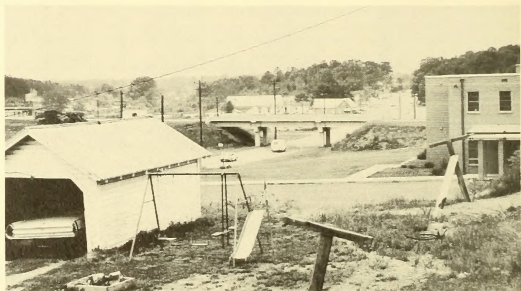
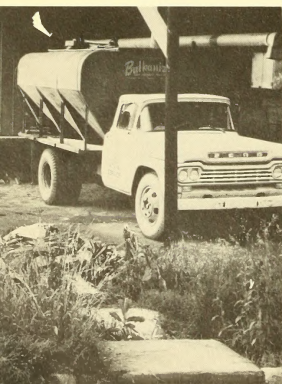
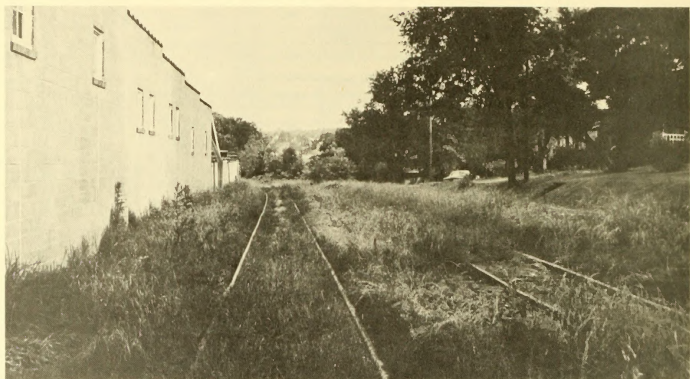
III

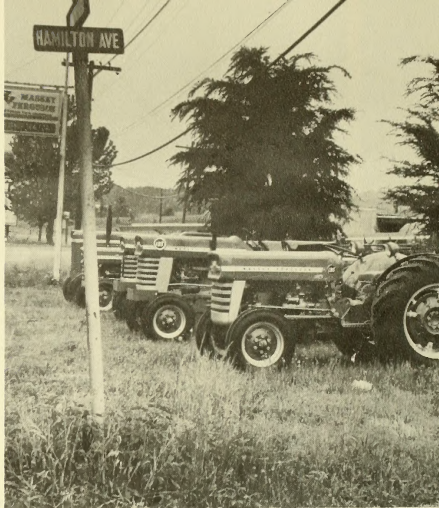
			AREA I	II	III
1.	STREETS				
	paved		30	21	4
	unpaved		2	3	
	good condition		24	17	4
	poor condition		6	9	
	streets littered		1	4	
	curb and gutter in good condition		8	9	2
	curb and gutter in poor condition		-	3	
	no curb and gutter		20	18	1
2.	SIDEWALKS				
	sidewalks along all streets in block		1	-	
	sidewalks along some streets in block		2	5	
	good condition		2	5	1
	poor condition		2	1	
	no sidewalks		28	21	3
3.	UTILITIES				
	Are electric power or telephone poles and lines present?	YES	27	21	4
		NO	2	2	
	Are these hidden among trees?	YES	6	8	1
		NO	20	17	2
	Is street lighting adequate?	YES	13	16	
		NO	13	12	3
	Are street lighting poles attractive?	YES	6	4	
		NO	17	18	3
4.	STREET SIGNS				
	Are these attractive signs?	YES	13	20	3
		NO	12	1	
	Do these signs need painting?	YES	8	5	4
		NO	16	14	
	Are the signs placed where they are easy to find and to read?	YES	22	18	3
		NO	1	3	
5.	STREET TREES				
	Are there street trees in the block?	YES	13	17	3
		NO	12	7	
	Are they large trees?	YES	9	21	3
	Are they small trees?	YES	4	8	2
	Are they located between curb and sidewalk?	YES	-	-	
	Are they located in yards?	YES	13	21	3
	Are the trees in need of pruning for beauty and safety?	YES	5	10	3
		NO	9	10	
6.	RESIDENCES				
	Houses in block in good repair?	YES	23	18	1
		NO	3	6	2
	Houses in block attractively painted and maintained?	YES	24	14	1
		NO	2	6	2
	Do any houses have outside toilets?	YES	-	-	
		NO	28	16	3
	Any houses appear so unsafe as to need tearing down?	YES	1	-	1
		NO	24	17	2
	Are most of yards planted with trees and shrubs?	YES	27	21	3
		NO	1	1	
	Are lawns properly maintained?	YES	23	20	1
		NO	7	5	2
	Is trash or litter evident around the houses?	YES	-	3	
		NO	26	19	3
	Are there unattractive or dilapidated out buildings near houses?	YES	4	8	2
		NO	23	15	1
7.	VACANT LOTS				
	Are there any vacant lots?	YES	22	13	3
		NO	6	4	
	Are these properly maintained?	YES	10	6	
		NO	11	19	3
	Is there trash on these lots?	YES	6	6	1
		NO	18	14	1

V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	TOTAL	
1	24	12	10	8	24	10	7	30	24	27	32	341
1	4	2	3	3	8	4	-	1	-	2	4	49
9	24	32	8	10	14	8	7	26	21	27	30	291
0	2	5	7	1	-	3	-	6	2	2	4	57
4	3	-	-	2	4	2	-	5	8	6	3	44
1	13	3	4	2	9	4	6	25	18	22	27	187
-	-	2	-	-	-	1	-	1	-	1	2	13
0	13	10	13	11	4	8	-	7	10	6	6	168
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6	-	4	12	4	5	6	-	3	1	7	5	81
6	-	2	17	2	1	5	-	3	3	8	7	120
4	16	6	-	7	17	5	5	19	19	12	21	178
8	14	5	12	9	18	9	5	20	22	18	27	274
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16	-	-	-	-	-	-	1	3	1	3	2	14
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7	13	2	6	4	3	4	-	11	3	7	4	100
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2	24	3	9	7	14	7	4	22	22	27	28	199
9	3	5	7	3	17	2	-	2	1	1	1	140
9	23	3	7	5	15	5	4	20	21	27	29	232
9	4	5	8	5	16	7	-	5	1	-	-	99
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3	26	6	12	7	17	9	4	23	24	27	27	302
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7	21	4	7	7	17	8	4	18	23	25	25	269
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1	8	3	2	4	3	3	-	10	10	12	15	96
7	9	7	14	5	22	7	5	8	7	6	7	188
6	4	4	9	4	16	2	-	6	2	2	2	86
8	13	6	4	5	2	8	1	12	14	13	17	167

		AREA	I	II	III
8.	INCOMPATIBLE BUSINESS USES IN RESIDENTIAL AREAS				
	Are there commercial activities in the block?	YES	7	8	1
		NO	15	12	2
	Are they compatible with the surrounding area?	YES	7	6	
		NO	-	5	
	Are they littered with trash and debris?	YES	1	3	
		NO	6	8	
	Are they properly maintained and in good repair?	YES	5	5	
		NO	2	3	
	Is adequate off-street parking provided?	YES	4	5	
		NO	3	5	
9.	PUBLIC AND SEMI-PUBLIC BUILDINGS				
	Are there any public or semi-public buildings in the block?	YES	2	2	
		NO	23	13	3
	Are these compatible with the surrounding area?	YES	3	-	
		NO	-	1	
	Are they properly maintained?	YES	2	-	
		NO	-	1	
	Are the grounds properly landscaped?	YES	1	-	
		NO	-	3	
10.	HISTORICAL SITES AND BUILDINGS				
	Are there any historical sites or buildings in the block?	YES	1	-	
		NO	22	13	3
	Are they properly landscaped?	YES	-	-	
		NO	-	1	
	Are they adequately maintained?	YES	-	-	
		NO	-	1	
	Are they properly identified by plaques?	YES	-	-	
		NO	-	1	
11.	SCENIC AREAS OR LOOKOUT POINTS				
	Are there any unusual natural features or scenic areas which are undeveloped?	YES	1	-	
		NO	22	10	3
	Are there any lookout points or significant views?	YES	-	-	
		NO	4	1	
12.	PUBLIC PARKS, PLAYGROUNDS, AND RECREATION AREAS				
	Are grounds nicely landscaped and properly maintained?	YES	-	-	
		NO	5	4	
	Are buildings in good condition and maintained?	YES	-	-	
		NO	-	-	
	Is landscaping completely or partially lacking?	YES	-	-	
		NO	-	-	
	Are facilities and playground equipment insufficient and in poor condition?	YES	-	1	
		NO	-	-	
	Are areas littered, buildings in disrepair, inadequate lighting?	YES	-	-	
	Inadequate Parking?	NO	-	-	
		YES	-	-	
		NO	-	-	
13.	ROADSIDE BUSINESS				
	Are buildings properly maintained and in good repair?	YES	2	2	
		NO	2	1	
	Are grounds littered with trash and debris?	YES	1	-	
		NO	1	1	
	Is adequate off street parking provided?	YES	1	1	
		NO	-	1	
	Are the business signs an eyesore?	YES	-	1	
		NO	2	1	
	Are there billboards in the block?	YES	1	1	
		NO	1	2	
14.	INDUSTRY				
	Are buildings properly maintained or in good repair?	YES	1	1	
		NO	3	1	
	Has an attempt been made at landscaping grounds?	YES	1	1	
		NO	1	1	
	Are grounds littered with trash and debris?	YES	1	-	
		NO	1	1	
	Are signs an eyesore?	YES	-	-	
		NO	1	2	
	Are there billboards in the block?	YES	-	-	
		NO	1	1	
	Is off-street parking provided?	YES	2	1	
		NO	-	2	
	Is off-street loading provided?	YES	2	-	
		NO	-	-	
	Are storage areas screened from view?	YES	1	-	
		NO	1	-	

IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	TOTAL
2	3	2	4	6	6	2	-	9	5	-	5	72
10	10	3	6	11	11	6	-	7	1	8	8	130
2	3	1	3	6	6	2	-	7	5	1	2	55
-	1	-	1	-	1	-	-	1	-	-	-	15
1	2	-	4	1	1	-	-	3	1	-	-	24
1	1	1	-	4	4	2	-	5	3	1	3	45
1	1	1	2	4	4	2	-	4	4	1	2	42
1	1	1	2	1	1	-	-	3	1	-	-	22
1	2	1	4	2	2	2	-	5	4	-	2	43
1	1	1	-	3	3	-	-	4	1	1	-	27
-	3	2	1	1	1	2	3	6	4	1	4	34
13	13	4	7	23	23	7	-	9	-	7	6	162
-	2	1	-	1	1	2	3	5	4	1	4	32
-	-	-	-	-	-	-	-	-	-	-	-	2
-	1	1	-	1	1	2	3	5	4	1	5	30
-	1	-	1	-	-	-	-	1	-	-	-	4
-	1	-	-	1	1	1	3	4	4	1	3	25
-	1	1	1	-	-	1	-	2	-	-	1	10
-	1	-	-	-	-	-	-	-	-	-	-	2
12	13	5	10	25	25	9	-	11	-	7	12	195
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-	-	-	-	-	-	-	-	-	-	-	2	2
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-	-	-	-	-	-	-	-	-	-	-	1	1
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10	14	5	9	25	25	10	-	13	-	4	10	184
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-	1	2	-	-	-	-	-	2	-	2	-	9
-	-	-	-	-	-	-	-	1	-	-	-	1
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-	1	3	1	-	-	-	-	2	-	2	-	11
-	-	-	-	3	-	-	-	3	-	-	-	8
-	1	1	-	-	-	-	-	2	-	2	-	7
-	1	1	-	-	-	-	-	3	-	-	-	9
-	2	1	2	-	-	-	-	-	-	-	-	-





"LET EVERY STREET BE MADE A REVER-
ENT AISLE WHERE MUSIC GROWS AND BEAU-
TY IS UNCHAINED."

VACHEL LINDSAY



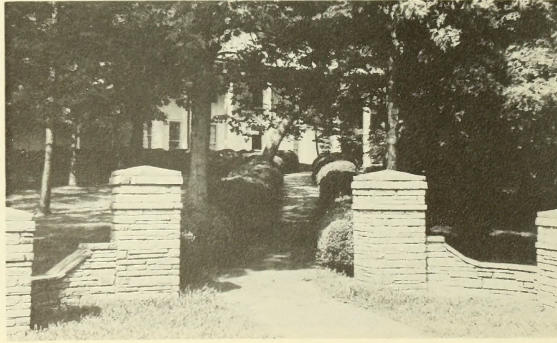
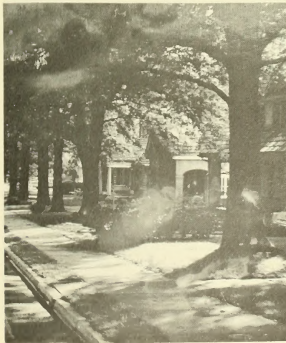
RESIDENTIAL
APPEARANCE

RESIDENTIAL APPEARANCE

Of 3,650 acres of land within the City limits of Albemarle, approximately 1,160 acres are used for residential purposes. No other single use takes up as much land (32%) within the City. For this reason alone it is evident that much attention should be given to the appearance of these areas.

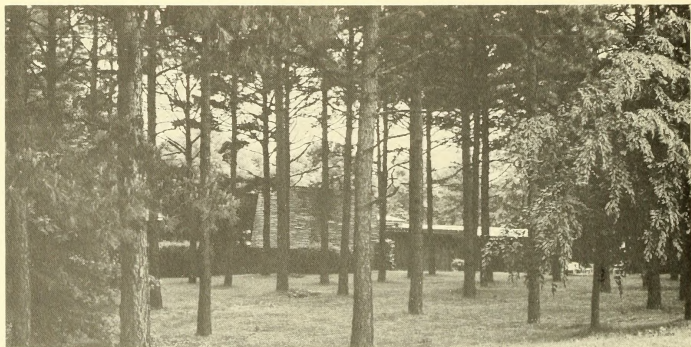
Neighborhood beauty is much more than the cosmetic addition of shrubs or street trees. The basic framework for residential beauty is laid at a time long before houses are built and people occupy a subdivision. Beauty is related to the entire makeup of the neighborhood - beginning with how the area relates to the City, how the streets are laid out, how the houses are sited, etc. It is at this early stage when the really lasting decisions are made as to the future appearance of an area.

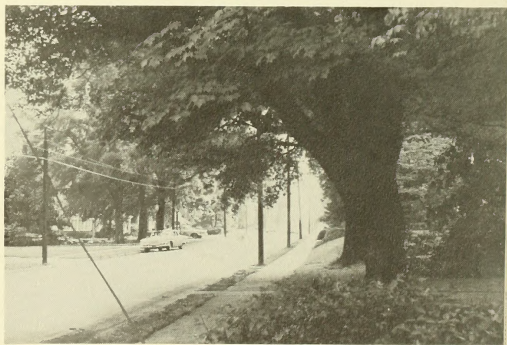
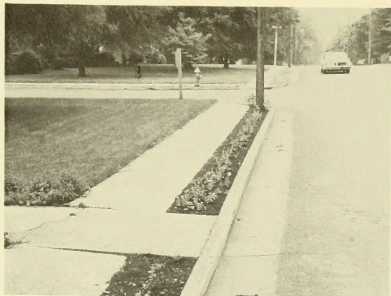


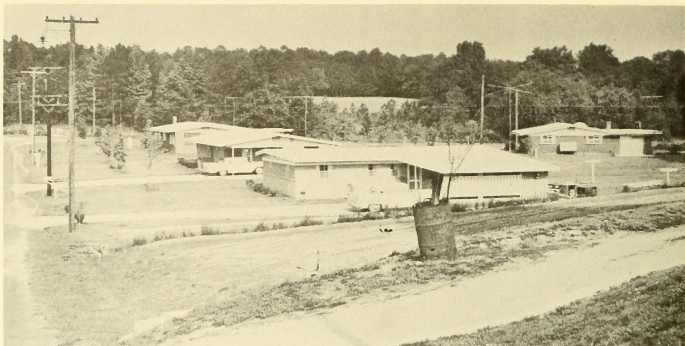




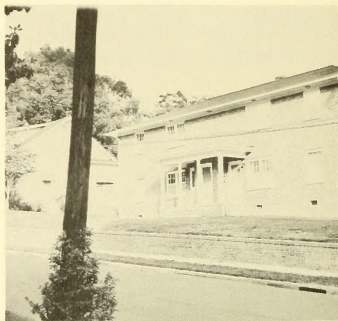
Since the framework of much of Albemarle's residential area was determined many years ago, how do these sections appear today? Are they successful? - In general, the appearance of the typical residential section of Albemarle is above average when compared to other North Carolina cities. Some of the newer subdivisions have been built with an attempt to fit the streets and lots to the land and have produced attractive neighborhoods. Trees have been saved, rather than bulldozed under, and proper utilities and improvements have been provided. The majority of houses built have been landscaped and have well-kept yards. Many of the older sections of the City have large trees along the streets, creating a pleasant and beautiful scene. Even in some of the mill villages, the street tree plantings add a touch of beauty and help to hide unsightly overhead wires.







In other older areas of the City and in some of the new subdivisions, there are fewer trees. These more open residential areas lack the character of the wooded ones. Overhead wires are stark and bare without the softening screen provided by foliage. There is less uniformity or harmony in these areas due to the dominance of man-made elements. In a subdivision rich with trees and growing things, nature is the dominant element, producing the overall uniformity which creates a harmonious appearance. Trees need to be planted so that future generations as well as our own may enjoy the beauty they offer.

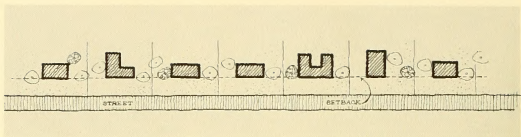




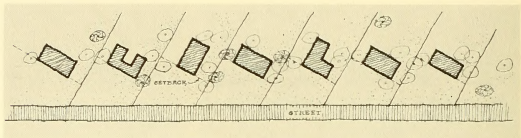
In the Kingville section of Albemarle much could be accomplished by both the City and private groups to improve the livability and appearance of the area. Some of the streets are unpaved, and many are without curb and gutter. There are few sidewalks in these areas, even on the streets leading to Kingville School. In some instances the City housing code needs to be enforced and an urban renewal program should be considered in the worst sections. In other sections a good clean-up, paint-up, fix-up campaign would put the area into good shape. Actually, with a relatively small output of money, much could be done to improve the overall appearance of these areas.



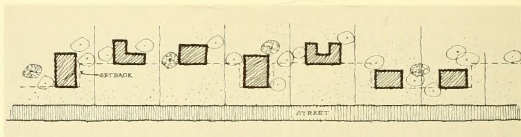
TYPICAL UNIFORM SETBACK



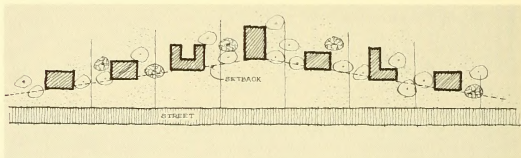
ANGULAR VARIATION OF TYPICAL UNIFORM SETBACK



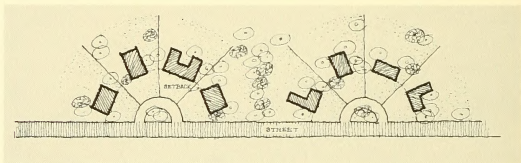
BUILDINGS SITED TO FORM VARIETY OF SMALL INDIVIDUAL SPACES



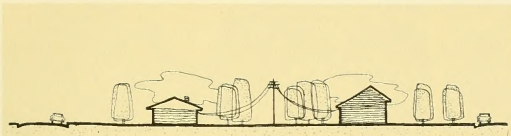
BUILDINGS SITED TO FORM LARGE OPEN SPACES



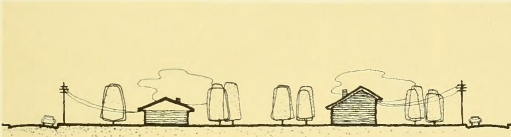
BUILDINGS SITED IN CLUSTERS



Another important consideration in the appearance of a residential neighborhood is the relationship of the houses to the public right-of-way. Do houses have to be placed like blocks in a row along the street or could they be positioned so that the resultant spaces are more varied and interesting? The accompanying sketches illustrate alternatives for siting houses along a street.



UTILITY POLES & WIRES ALONG
REAR LOT LANE



UNDERGROUND UTILITIES FROM
EITHER STREET OR REAR
EASEMENT



UTILITY POLES & WIRES ALONG
STREET

The typical view of residential areas is usually from an automobile on the public right-of-way, therefore, it is important that this right-of-way, or the area immediately adjacent to it, is developed properly. The accompanying sketches illustrate some alternatives for locating utilities in a typical residential situation.

The fact that trees contribute so much to the appearance of the average residential area leads one to the basic conclusion that they should be planted in all the areas where they are lacking. A street tree planting program would be a good starting point for the beautification of Albemarle.



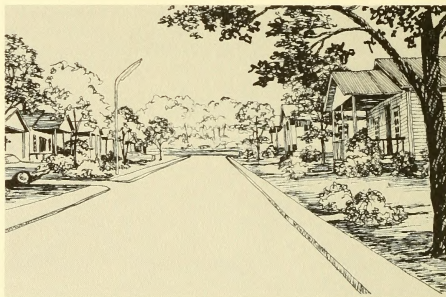
STREET TREES WITHIN RIGHT-OF-WAY



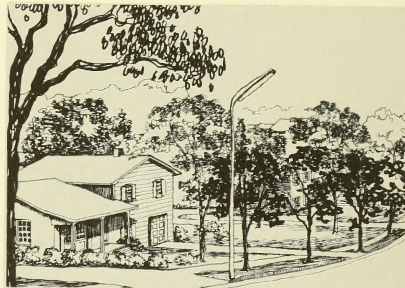
STREET TREES OUTSIDE RIGHT-OF-WAY

RESIDENTIAL RECOMMENDATIONS

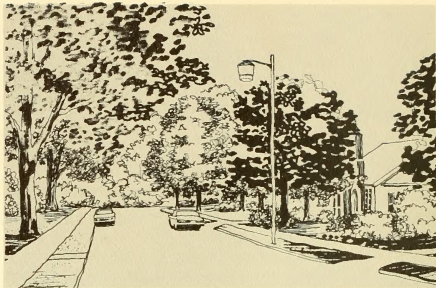
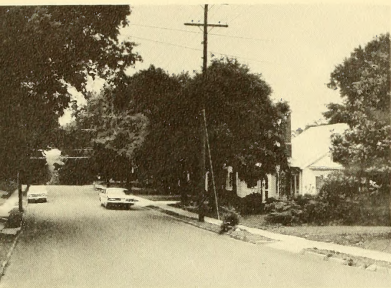
1. Clean-up, Paint-up, Fix-up Campaign - This type of campaign could be sponsored by the local garden and civic clubs. Contributions of materials (paints, lumber, etc.) could possibly be solicited from merchants in return for proper advertising. Information and help in regard to setting up and carrying out the campaign can be obtained from the National Clean-up, Paint-up, Fix-up Bureau (see page 128).
2. Underground Wiring - The City of Albemarle should consider installing underground wiring in all new residential subdivisions. In addition to this the present program of placing existing overhead wiring underground should be extended into residential areas.
3. Street Paving and Curb and Gutter -The City of Albemarle should set its goal to ultimately have all streets within the City paved and curbed and guttered. Each year a certain amount of money should be included in the City budget for improving the few remaining unimproved streets.



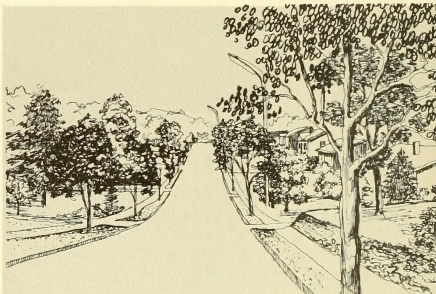
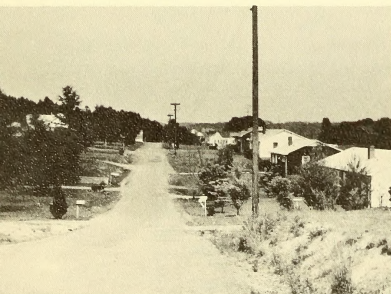
4. Sidewalk Program -The City of Albemarle should initiate a sidewalk program to provide sidewalks in areas where there is considerable pedestrian traffic. All the main streets leading to the schools should have sidewalks so the children may walk safely.
5. Home Landscape Program - This could be a program sponsored by the local garden clubs which would consist of planting trees, shrubs and flowers in areas that are now lacking. A general sprucing-up of the residential areas could be included.

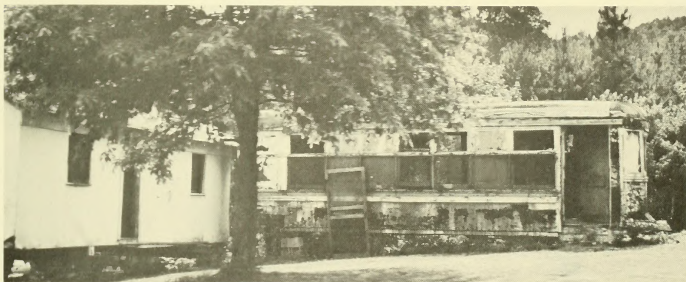
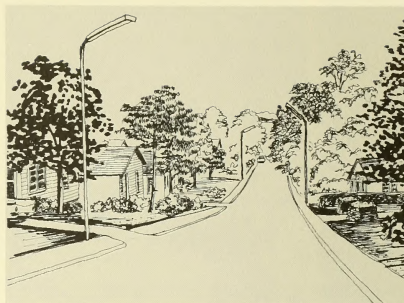


6. Street Tree Planting Program - This program should be sponsored by the City but could be carried on by both the City and private citizens or groups. More details on this program may be found in the chapter on Street Trees.
7. Provision of Parks and Recreation Areas - Both the City and the private developers of Albemarle have a responsibility to provide adequate parks and recreation areas to the citizens of Albemarle. The City should be concerned with the provision of land in the already densely populated areas that lack proper facilities and with the improvement and maintenance of areas where land is provided by the developers. The developers should be required to dedicate a certain amount of land for recreation in each new subdivision as it develops.
8. Proper Basic Subdivision Design and Layout - This is now being taken care of through the Planning Commission by proper enforcement of the subdivision regulations recently adopted by the City. These regulations require that certain design standards be met before needed City approval of the subdivisions.



9. Enforcement of City Housing Code - There are numbers of buildings within the City that should be condemned and torn down. The City should condemn all dilapidated buildings that are beyond repair.
10. Urban Renewal In Slum Areas - The City should consider the possibility of an urban renewal project within parts of Kingville. In a project of this nature, the land would be purchased by an urban renewal authority, the substandard houses and buildings would be torn down, new streets and improvements installed to adequately serve the proposed uses, and then the land sold back to private developers. This program can be carried on with 66% of the total project cost paid for by the Federal Government.





WHERE THERE IS NO VISION THE PEOPLE
PERISH.....

PROVERBS 29 - 18

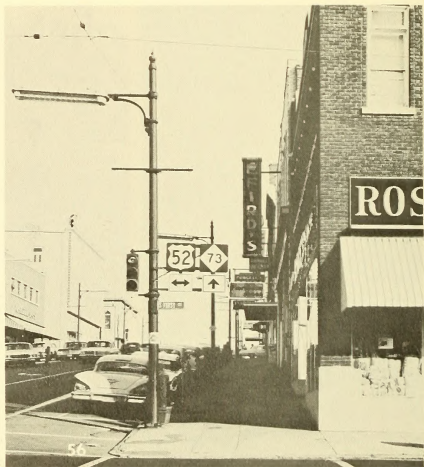


COMMERCIAL
APPEARANCE



DOWNTOWN ALBEMARLE

The merchants of Downtown Albemarle and the City in general should be congratulated on their many efforts to improve the appearance of the Downtown area. Underground wiring in the main part of Town adds immeasurably to its attractive appearance. Also limited tree plantings along the streets lend a pleasant touch. The new City parking lot with its entrance garden greatly enhances the beauty of the entire Downtown scene. Every effort of this type adds to the visual pleasure of the City and should be encouraged.



The aim of a successful Downtown area is to provide shoppers with an inviting, attractive place to shop, walk, look, and relax. It must do this while providing adequate automobile circulation and parking, and other important functional services of any commercial site. The study, Downtown Albemarle, by the Division of Community Planning examined the various aspects of Downtown development in Albemarle and presented a preliminary plan to be used as a guide for future growth. That study included general appearance as a major factor in the development of the Downtown area. This section will include some of the drawings and information from that study and will emphasize plans which may be adopted by the City and its citizens to improve the appearance of Downtown Albemarle.

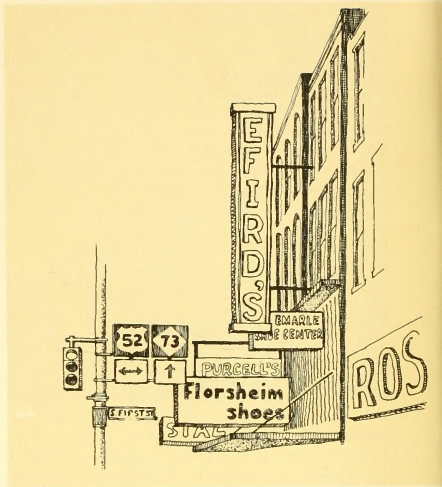
Store Fronts

In the past few years, the majority of merchants in Downtown Albemarle have made improvements to their stores which have greatly improved their appearance.

The upgrading of a store front offers unlimited possibilities to the merchant or owner. Remodeling may range from a new coat of paint and the removing of a few cluttered signs, to the complete removal and rebuilding of a shop front. In all cases it is a good policy to engage a professionally trained architect to make important design and structural decisions. Architects are familiar with the many alternatives and are able to arrive at the best design for the amount of money to be spent. A sales representative for a particular refronting material is hardly going to give an impartial opinion concerning design or selection of material when his sale depends upon the use of his particular brand. It is only logical to want to get the maximum benefit for every dollar spent - therefore, it is logical to select a practicing professional to provide the knowledge and experience needed to produce the best design.

As one drives along Main or Second Street and consciously looks at the buildings, it is only too obvious how unrelated the architecture of each building is to that of its neighbor, the worst examples being the nondescript building styles which many of the commercial structures take. In addition to this, many of the upper stories have been completely neglected.

In a downtown area uniformity of architecture similar to a shopping center would be impractical, and generally impossible. Buildings have been constructed over a period of many years, of many different materials, and to meet a wide variety of needs. These differences create a situation in which each building has its own unique character and individuality. Within this diversity some element is needed to tie the overall visual impression together. There are several methods which can serve to relate these buildings to one another and to the appearance of the entire block. A unifying element such as a continuous canopy would tend to tie the buildings together visually. A coordinated color scheme and sign system could also give visual harmony to the area.



Signs

Business signs are one of the most conspicuous elements within any downtown area. A sign serves to orient the public to specific stores and to indicate services offered. It is true that advertising signs will always be necessary, but when poorly designed they contribute greatly to the unattractive appearance of downtown.

The following five elements should always be considered in the design of any sign:

- (1) Location or Placement
- (2) Size and Shape
- (3) Letter Styles
- (4) Letter and Background Color
- (5) Materials

Since each of these elements is related in concept to all the others, it follows that the violation of any one reduces the overall effectiveness of the whole. An aesthetically pleasing sign format requires a proper relationship between all five elements.

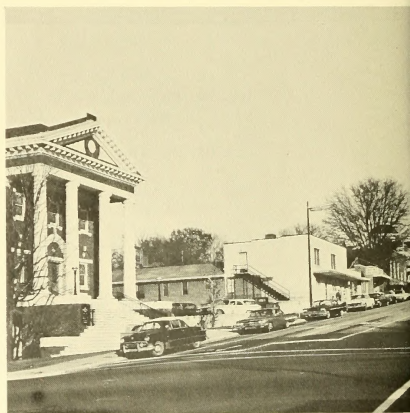
When signs exist in great abundance they destroy the purpose for which they were constructed, because inevitably one will obscure the other until there is no vantage point from which all may be clearly seen. Signs will be most effective when they are limited, by controlling their location and placement at different intervals along a store front and block.

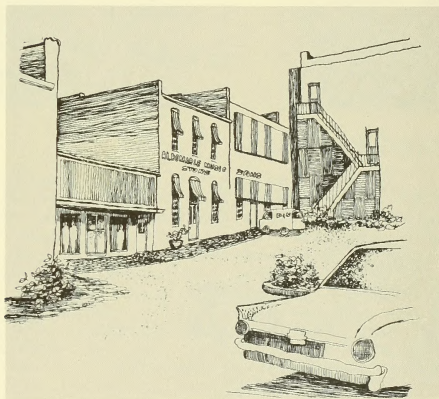
The size of a sign should not be determined by the size of an adjoining sign as one shop owner tries to outdo his neighbor with a larger and brighter display. This leads to the visual clutter and confusion which presently exists downtown. The scale of the business sign should be related to the size of the building and to the fascia strip on which it is placed.

Colors on signs are seldom related to those of store fronts or adjacent signs. As a result, they create a diversity which adds to the general clutter and unattractiveness within the Downtown area. Color combinations of the sign itself affect the legibility of the sign. A strong background on which the letter is placed makes a more legible sign. Most downtown signs have been designed without regard to surrounding signs, or to the three elements of which a sign is composed - materials, letter styles and colors.

Criteria for the improvements of signs in Downtown Albemarle:

1. Each establishment should have one name sign only and no major product advertisement.
2. Merchant and property owners within the same block and possibly the entire Downtown area should adopt a limited number of letter styles, colors and materials from which individual choices might be made.
3. When a sign is not an integral part of a store front the maximum square footage should be limited to three times the lineal feet of the building frontage.
4. When a sign is an integral part of a store front the maximum square footage of the actual space covered by lettering should be limited to one and one-half times the lineal feet of the building frontage.
5. No sign or lettering should project above the building parapet wall or into the pedestrian level.
6. Overhanging signs should be eliminated. Projecting signs should be limited to 12 inches from the face of the building.
7. No sign should be painted or pasted directly upon any wall.

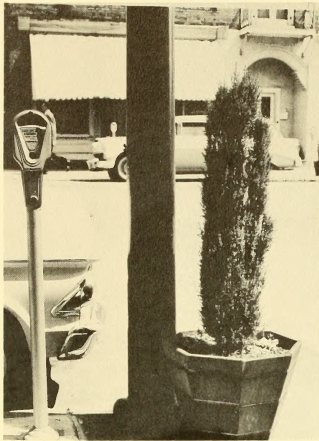




Areas to the Rear of Stores

A major effort is needed to make the areas to the rear of the stores both functional and beautiful. At the present time these areas consist of unpaved and unorganized parking scattered with trash and debris. This parking should be organized -- lots designed, paved, curbed and guttered, sidewalks provided for adequate pedestrian circulation and the entire area properly landscaped and lighted.

The general appearance of these interior areas could be enhanced by cleaning, repairing and repainting many of the buildings. Trash pickup areas should be organized and fenced-in areas provided to jointly store trash. Obvious eyesores should be removed; old signs, weeded areas, fences and barriers no longer in use and only those elements retained which serve a useful purpose.



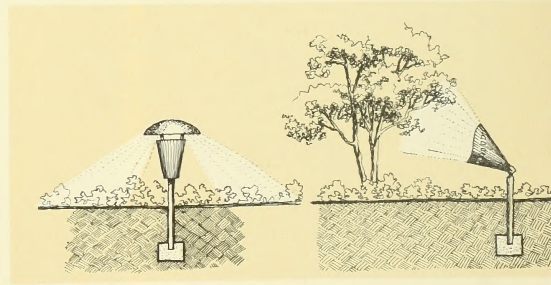
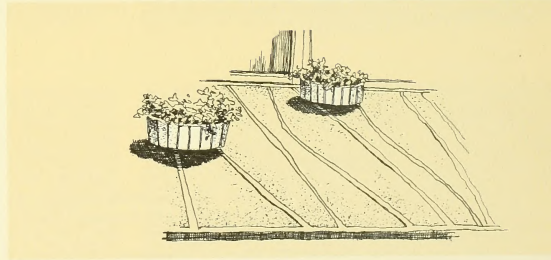
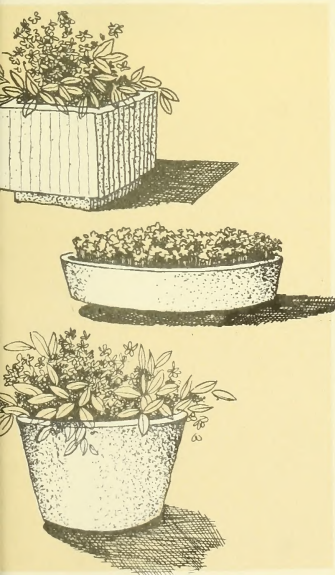
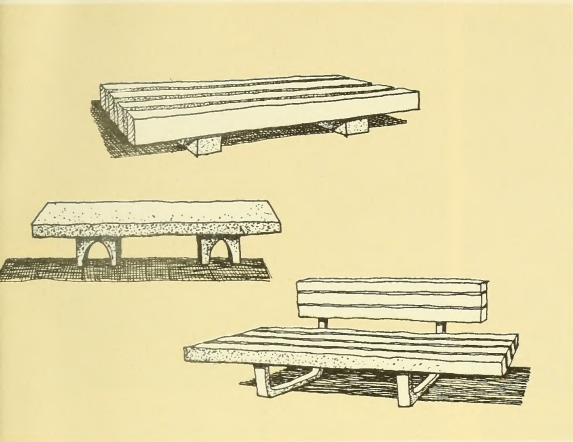
Street Furniture

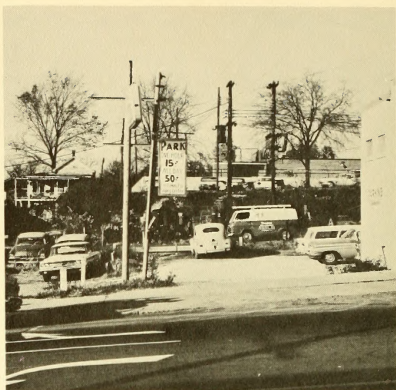
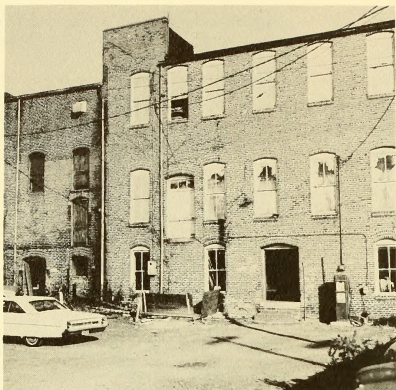
In addition to the actual buildings in the Downtown area there are various items found on the street and sidewalks which occupy the spaces between the buildings. For the most part these items could be grouped together and referred to as street furniture - street signs, traffic lights and signs, mail boxes, trash receptacles, monuments, light standards, paving materials, and the like. All of these things are the small scale elements which we constantly use and see; and are a conspicuous part of the street scene. They may significantly add or detract from the overall visual impression of the City.

Attention to detail and design of street furniture is as important to the quality of Downtown Albemarle as the buildings themselves. Therefore, careful consideration must be given to the selection and placement of all component pieces.

Three general principles should be kept in mind in selecting and placing street furniture:

1. Eliminate everything that is not absolutely necessary and combine as many related items as possible.
2. For each type of street furniture, select one design and one color - keep the design simple and pleasing to the eye.
3. Strive to find a location which will serve its particular function and will contribute to the attractiveness of the street scene.





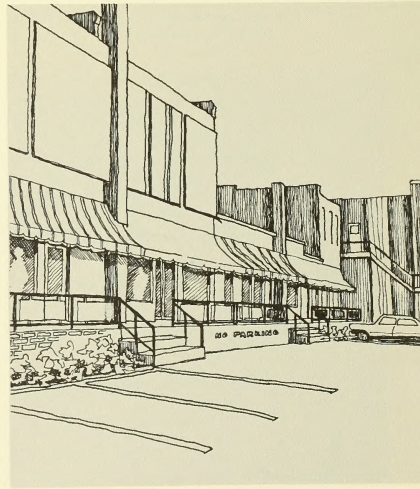
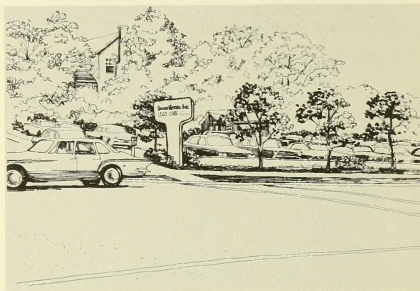
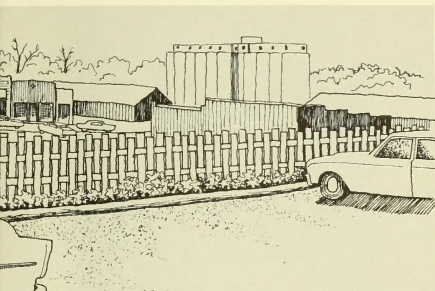
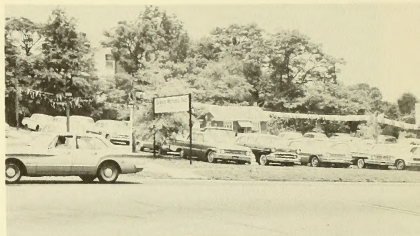
Underground Wiring

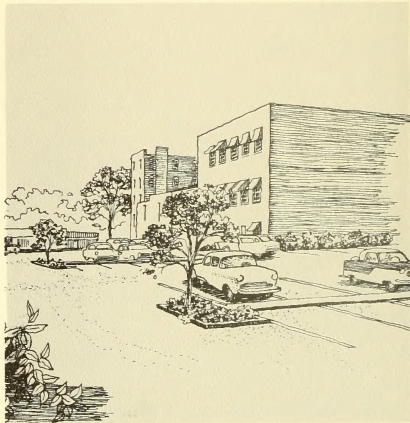
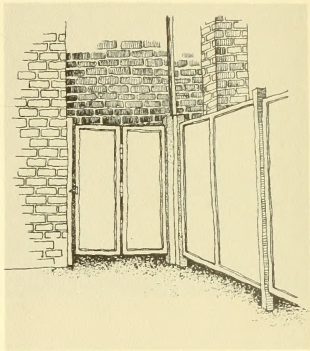
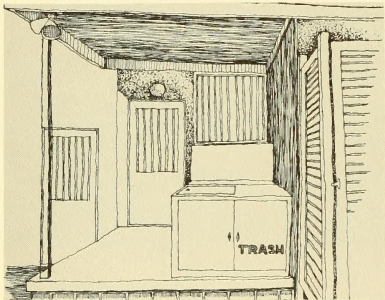
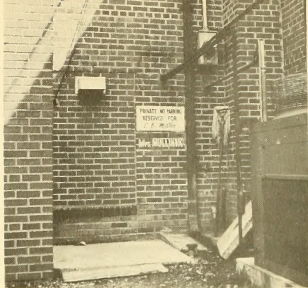
Every effort should be made to continue the program of putting all wiring in the Downtown area underground. This program should include not only the wires along the streets but the wires in the interior of the blocks behind the stores.

Recommendations

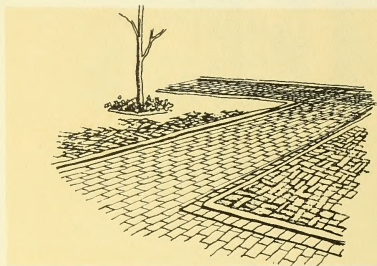
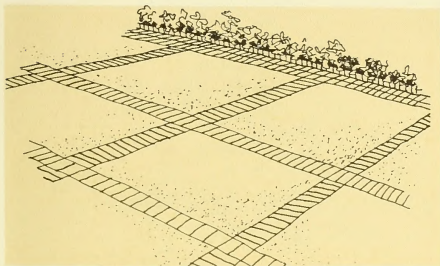
The following recommendations summarize this discussion of the improvement of Albemarle's Downtown Area.

1. Co-ordinate Building Improvements - As improvements are made to existing buildings, and new buildings are constructed, the City should encourage the owners to relate to the adjoining building, to help unify the overall appearance of the Downtown area.
2. Sign Control - Remove all unneeded signs and adopt sign standards and City ordinance (see appendix).
3. Underground Wiring - Place all overhead wiring underground.
4. Rear Entries - Make physical improvements to the rear of stores where parking lots are located in the interior of the blocks. These new "fronts" should be developed as a co-ordinated block and could appear similar to a shopping center.

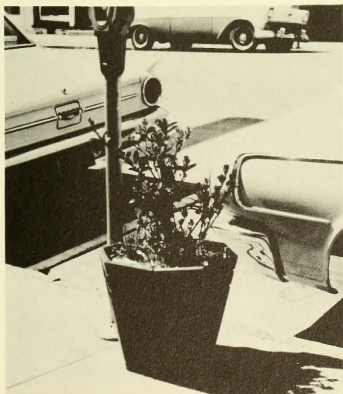


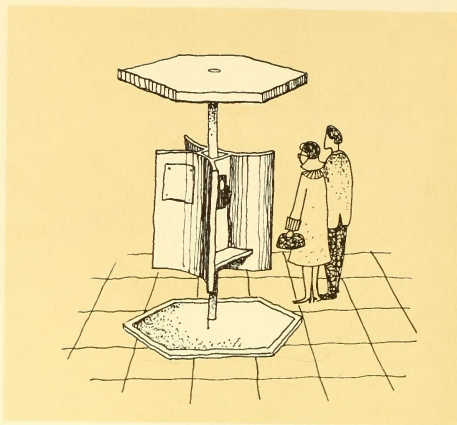
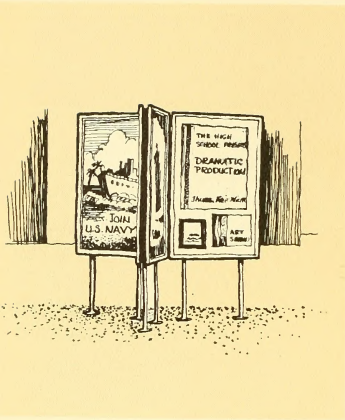


5. Sidewalk Improvements - As the sidewalks in the Downtown area are improved, thought should be given to using more interesting materials, textures, and patterns in the paving. The new brick on sand walks leading from the City parking lot to Second Street are a good example of what can be accomplished.

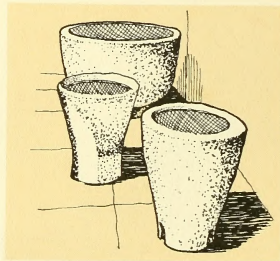
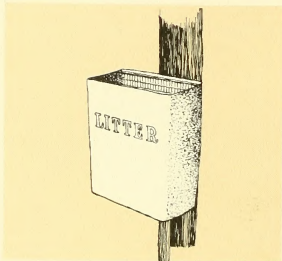
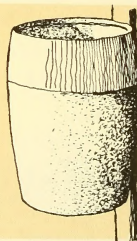
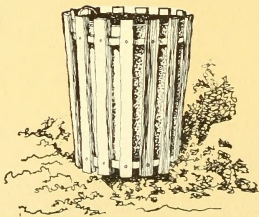
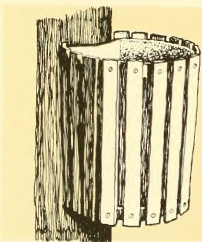


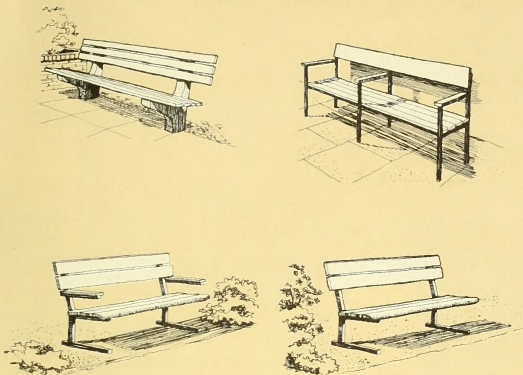
6. Street Tree Plantings - The merchants and the City should undertake a complete program to install trees along the sidewalks in the entire Downtown area. These trees should be planted either directly in the ground as the existing trees on Main Street, or in large containers. The small redwood pots in use along Second Street should gradually be replaced by larger containers or trees in the sidewalk.
7. Landscaping - The merchants should conduct a landscaping program for parking lots and other interior areas of the blocks.



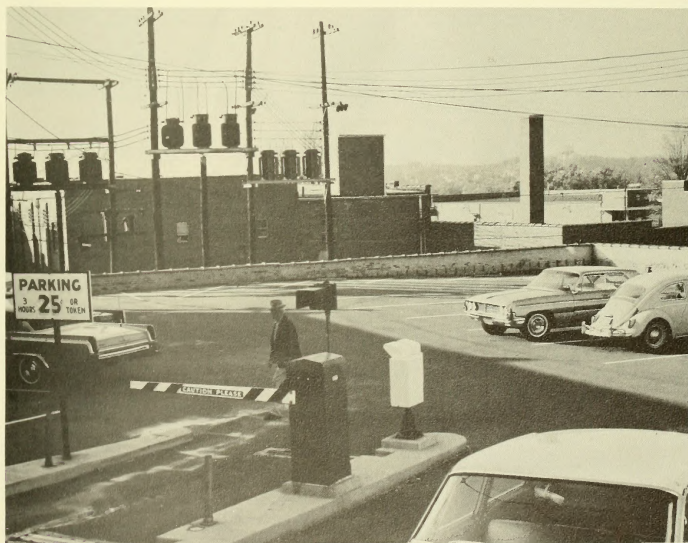


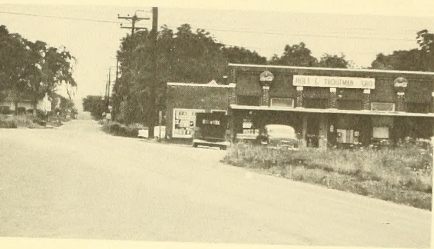
8. Street Furniture - The City should start a co-ordinated street furniture program (concerned with both existing and future street furniture).





9. Off-Street Parking - The off-street parking program should be implemented as recommended in the Downtown Albemarle Study.



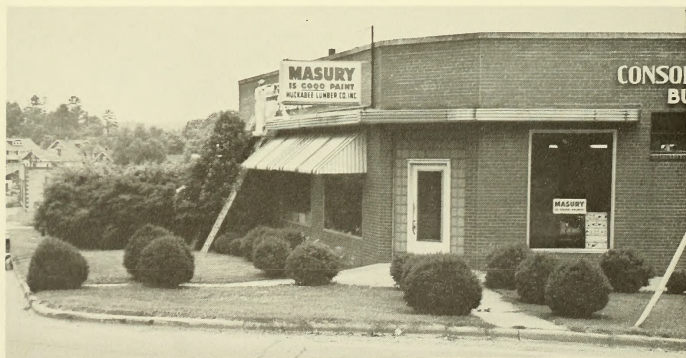




General Commercial Appearance

Highway or Strip Commercial

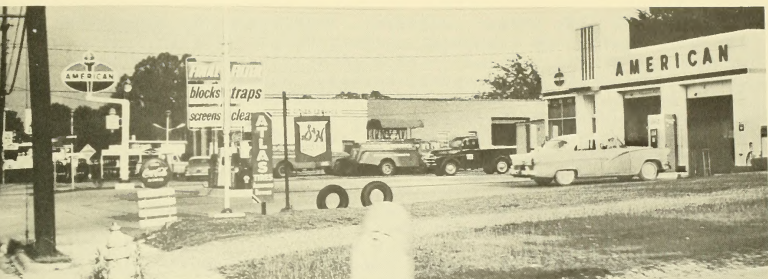
Apart from the Central Business District of Albemarle, the main commercial development that has taken place has been the strip commercial along the main highways leading into Albemarle. The problems of this type of development are numerous not only from the standpoint of appearance, but from a functional standpoint as well. Excessive uncontrolled commercial development along highways and major streets hampers the efficiency of the highway and greatly increases traffic hazards by multiplying exits and entrances upon the traveled way. While traffic capacity drops, the volume of traffic rises because of trips generated by new businesses, until finally complete congestion results. With our everyday activities centered as it is around the automobile, it is not realistic to plan for other than automobile traffic into our commercial areas. We drive to the corner market, and once in the car are willing to drive ten minutes rather than five, if we think we can obtain a better value or find a wider choice.



No single commercial business holds a monopoly simply by being located on a commercial strip. It is just one unit within the highly competitive situation which forms a small portion of the American hard sell. For this reason each store needs or wants to appear more interesting and eager to serve than the store located next or down the block from it. How this is accomplished depends on many things, the store, the owner, the tenant, the architect (if there is one). In some stores attention is called to the store by obviously expensive and tasteful restraint, others by a colorful gaiety, others by the unrestrained use of garish signs and colors.

Unfortunately, the more typical strip development in Albemarle falls into the last category. In most cases little thought has been given to the appearance of these commercial areas. There are too many colors, too many signs, too many unsightly wires and banners, very few trees and little, if any, landscaping. Strip commercial development in Albemarle includes everything from billboards to drive-in restaurants, from gas stations to motels, from used car lots to trucking terminals, from junk yards to fruit stands.





Fortunately, strip commercial development in Albemarle is quite limited at the present time. However, it is expected that as the City grows in size and population, the strip commercial will grow proportionately, unless something is done to arrest it and another alternative provided. This problem demands immediate attention. One needs only to look at the major commercial streets of any of our larger cities and see the mess that has resulted from unrestrained, uncontrolled development.

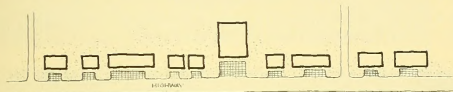
It is not too late to prevent this from happening in Albemarle. The proper design and regulation of these commercial areas at a time before they have really begun to develop could result in a more beautiful and functional city of the future.

Recommendations

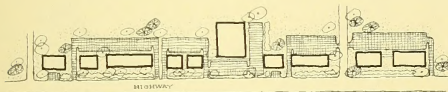
What needs to be done to improve the strip commercial development in Albemarle?

1. Traffic Control - Limit and control access to existing highways and major streets by providing access or frontage roads parallel to the street. These frontage roads should be separated from the highway by landscaped strips 12 to 20 feet wide. By this method, the number of access points along the highway can be reduced and the highway edge defined visually.
2. Landscaping - Require that a certain portion of each lot be covered by grass, shrubs and trees. This is imperative if the development is to be an aesthetic success and a good neighbor to adjoining properties.
3. Sign Control - Amend the Albemarle Zoning Ordinance (as recommended in appendix) to require the following:
 - Reduce number of signs (one major sign for each establishment). - Remove all unneeded signs and banners.
 - Limit size of signs (sq. footage related to building frontage) - No excessively large signs competing.
 - Relate signs to building and use
 - Allow only one free-standing sign (40 sq. ft. max.) for each establishment.
 - Require that signs should be flat against building.
4. Setback - Provide adequate setback and yard spaces.
5. Organization of Parking Areas - Provide parking lots to the rear and beside the stores as well as along the fronts.

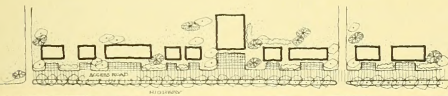
6. Cluster Development - Provide roads off the highway forming a type of "cluster development". Where a group of stores is organized into a cluster, the designer can impose a uniform character through the plan, the landscaping and the structural framework of the store buildings. Within this ordered framework freedom of design should be encouraged. Signs, for example, may be restrained in number and in area but not in style. This type of development would be just as convenient as the typical strip and could work well from a traffic standpoint and also be visually pleasing.



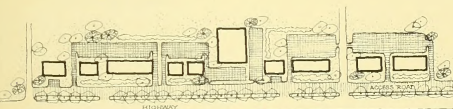
A TYPICAL STRIP COMMERCIAL



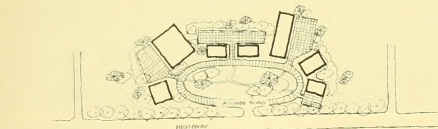
B STRIP COMMERCIAL WITH ORGANIZED PARKING



C STRIP COMMERCIAL WITH ACCESS ROAD



D STRIP COMMERCIAL WITH ORGANIZED PARKING AND ACCESS ROAD



E CLUSTER COMMERCIAL

7. Storage - Plan the site so that storage and loading areas face the rear or side of the lot, not the street. They should not be subject to public view.

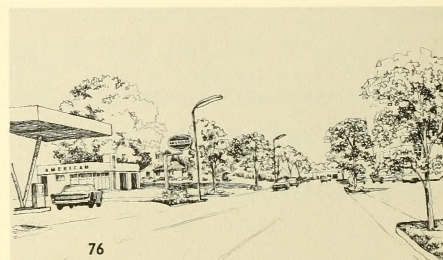
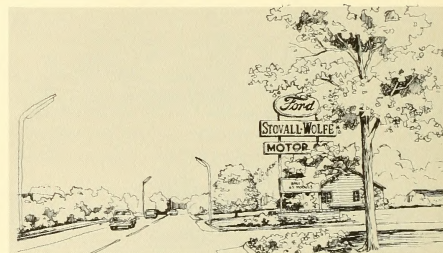
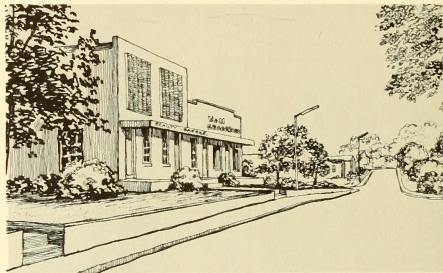
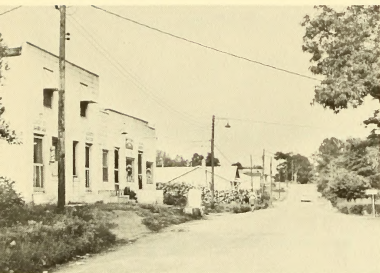
- Screen off unsightly service and storage areas.
- Fence in trash containers so that debris will not scatter.

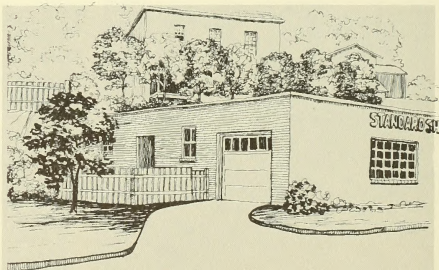
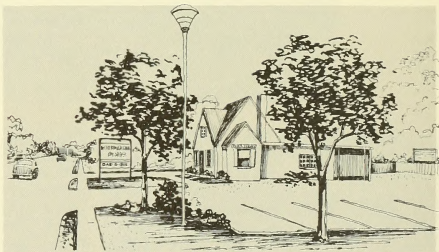
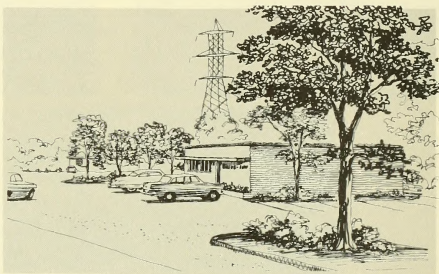
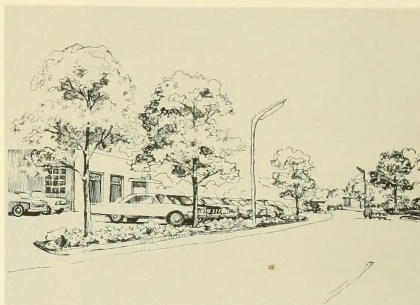
8. Clean-Up - Conduct a thorough litter and cleanup campaign among all businesses. Each business should take a good look at itself and see what can be done to improve its appearance.

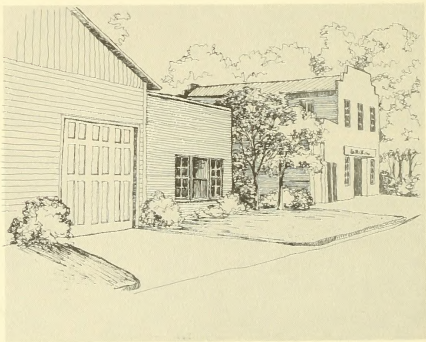
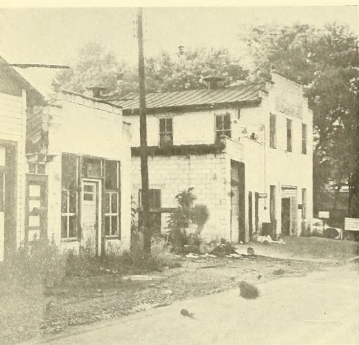
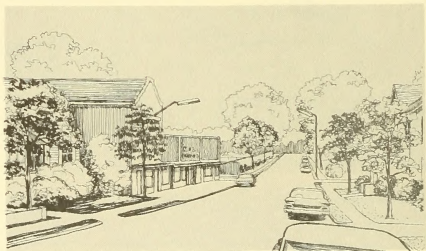
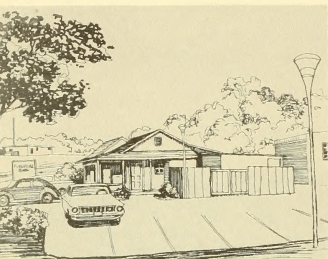
- Get rid of unneeded, unusable junk and cleanup entire lot.

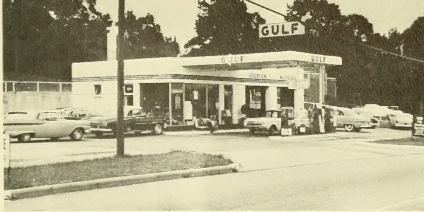
9. Junkyards and Auto Graveyards -

Screen off all these areas with hedges, screen fences, trees, shrub masses, etc. The business could be easily carried on behind this facade since it does not depend on immediate consumer participation. Signs pertaining to these businesses could be organized and the information presented to the public in an attractive manner.



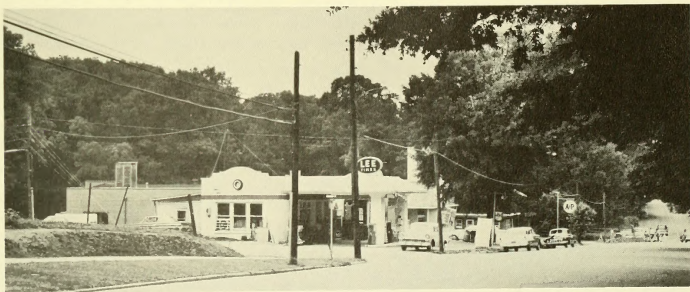




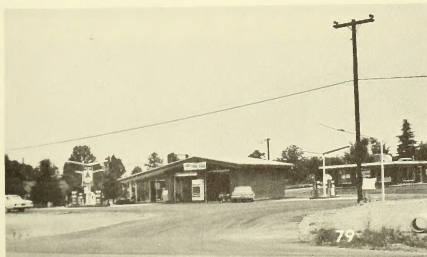


SERVICE STATIONS

The main objective of this study is to improve the appearance of the City of Albemarle. To realize this goal, we must be concerned with all aspects of the total visual scene of the City. Among the most conspicuous and often most objectionable establishments within the City are the automobile service stations. In an "image" conscious era, many of these business citizens often forget that too many signs, too much pavement, too blatant a sales pitch can hurt sales more than they help. As a result, service stations are often noisy and dirty, over-signed and over-lighted, over-built and poorly located, poorly designed and badly colored, and over-paved with asphalt or concrete.

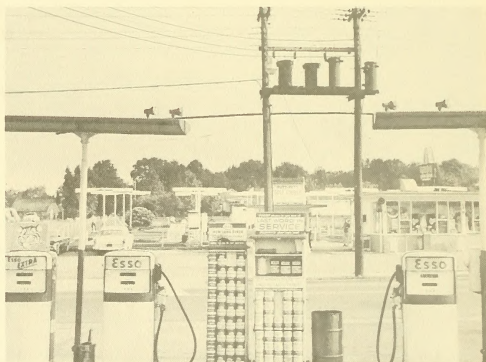


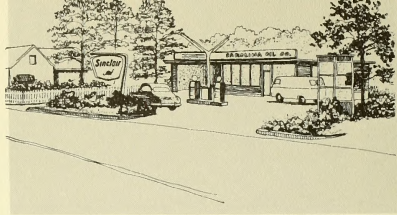
With over 70 million cars, trucks and buses operating in the United States today it is obvious that many service facilities are needed to fuel, service and satisfy the requirements of the motorists driving these vehicles. The fact that they are needed in such great numbers makes them stand out as a case in point and require that they be discussed separately in this report.





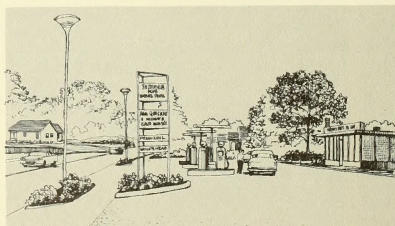
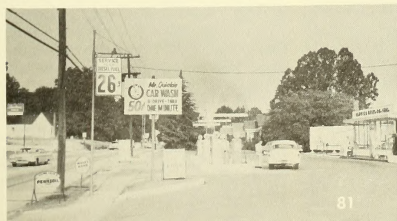
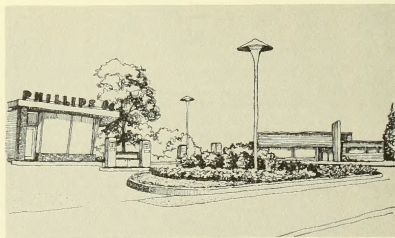
Service station appearance involves only the relatively minor details of station development, details which could be relatively easily modified, requiring only a small amount of capital. In a typical service station there are many avoidable things which contribute to the overall clutter. Often an over-abundance of signs can create such a visual chaos that even the important ones are impossible to read because of all the others. The flying banners which are used to bring attention to a particular company - simply add more confusion to the visual scene. Many of the service station buildings are small and are conceived as advertising symbols with standardized colors and materials rather than serious architecture. Fortunately, it is not so much the buildings as the surroundings that make the ordinary service station an eyesore -- the desert of paving, the clutter of signs, flying banners, oil cans, tires and sometimes even abandoned cars.





It would seem that if the excess signs were taken down, the station lot cleaned up, the banners taken down and a reasonable area planted with trees and shrubs, that the service station might come to be looked upon as a good neighbor. It is evident that the major oil companies are becoming increasingly aware of their own shortcomings and of the need for improvement. The citizens of Albemarle must remind the service stations of their responsibilities as business citizens and neighbors. In turn, the dealers must accept their obligation to contribute to the attractiveness of their environment. If the oil companies realize that attractive stations are good business, and requires each station bearing their franchise to act upon that belief, then the visual standards of the entire community could be elevated by their example.

If such is not the case and the service stations continue to detract from the beautification effort, then the City of Albemarle has a responsibility to its citizens to adopt measures which would require the stations to improve their appearance. Additional sign provisions in the zoning ordinance could limit the size and number of signs and could prohibit flying banners and other clutter-creating appointments.

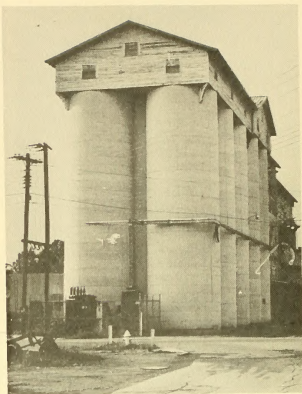
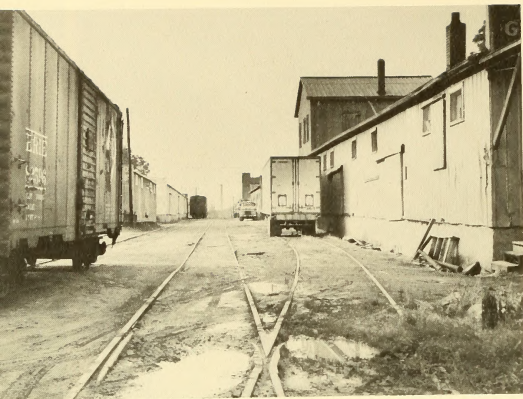


"LIFE WITHOUT INDUSTRY IS GUILT, INDUSTRY WITHOUT ART IS BRUTALITY."

JOHN RUSKIN



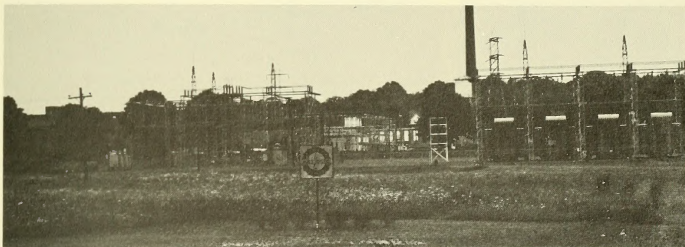
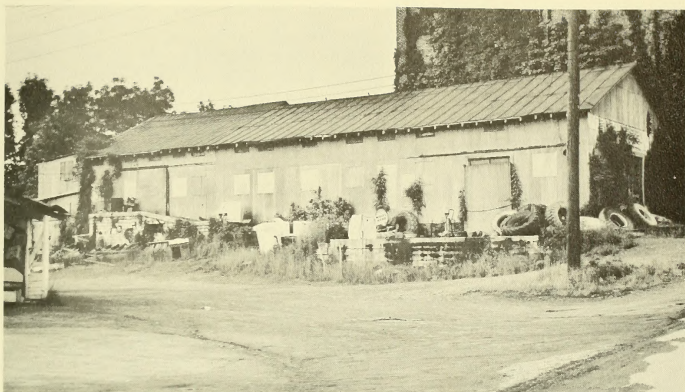
INDUSTRIAL
APPEARANCE



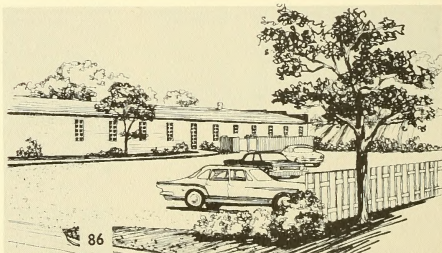
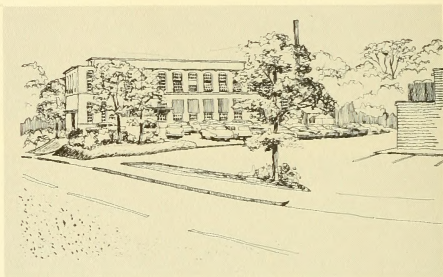
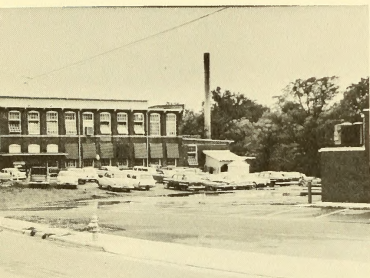
INDUSTRIAL APPEARANCE

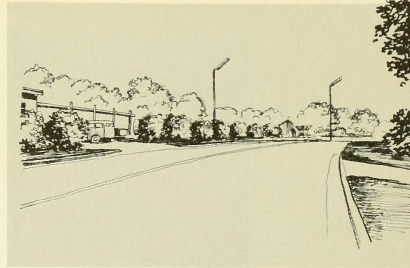
As Albemarle has developed over the past number of years, many varied industrial establishments have located within the general land use pattern of the City. Many of these industries have attractive plants but there are some which appreciably mar the visual image of the community. The basic function of an industrial establishment is production and utility. It is not always possible for these plants to be beautiful, but in every case they can be neat and attractive.

There are a number of industries in Albemarle which are located on small sites, with buildings which are in need of repair or maintenance, and with inadequate provisions for off-street parking and out-door storage. There are several buildings being used for industrial purposes which are in such poor condition that they should be condemned and torn down. They are not only unsightly, but also dangerous. Some of the wooden structures are fire hazards. In general, the same conditions exist in regard to industrial buildings as discussed earlier in this report for commercial store fronts. Over the years many of these buildings have been neglected and normal aging and limited repairs have increased their unsightliness. All of the buildings and grounds can be improved by a clean-up, fix-up program, but in some cases re-modeling or re-building would be more permanent and in the long run more economical.



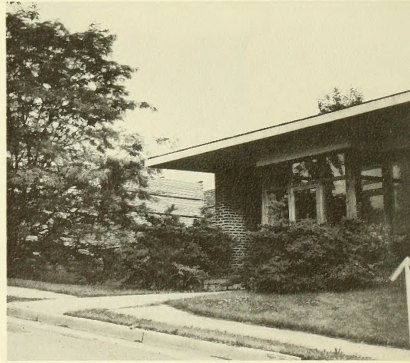
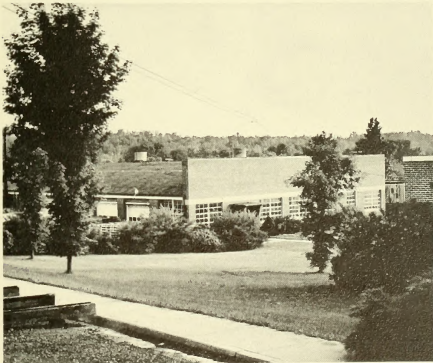
Parking facilities for employees and customers are inadequate at some of these industrial plants. This not only adds to the visual clutter, but makes the surrounding streets inefficient for proper traffic movement. Other industries have provided off-street lots but the cars are parked in a haphazard and inefficient manner. The confusion of automobiles parked at varying angles is unattractive and creates traffic hazards within the parking lot. In a well planned parking facility, individual spaces and circulation movements should be indicated, and landscaping provided to soften the visual effect of the cold steel of parked automobiles.

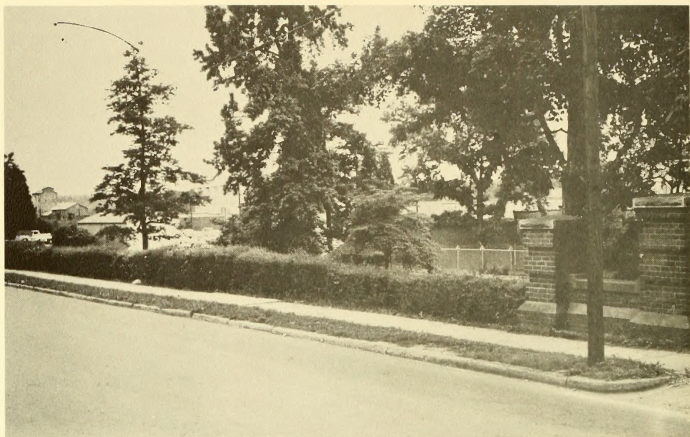




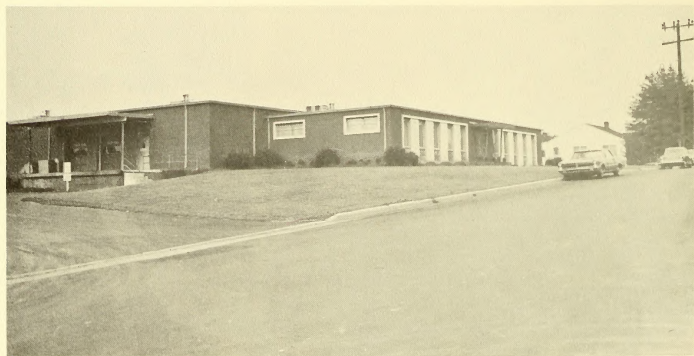
Many industries find it necessary to store materials or trash outside. In some cases these materials are just thrown out the back door in a hurry with intent to do something with them at a later date. However, we all know what roads paved with good intentions and most of the time the trash remains where it was first thrown. Outdoor storage areas are certainly necessary but, like people's basements or garages, their contents are far from being nice to look at. Therefore, the buildings should be planned with these areas at the rear or with the areas screened from immediate view.

Proper setback restrictions on industrial buildings help buffer the industry from the surrounding landscape. Landscape buffers should be planted with evergreen plant material, and should be from 50 to 70 feet wide to be visually effective.



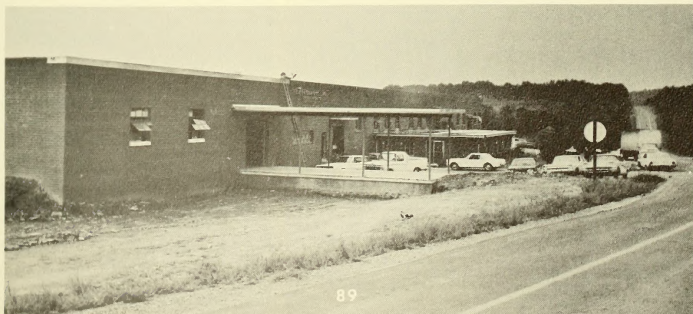
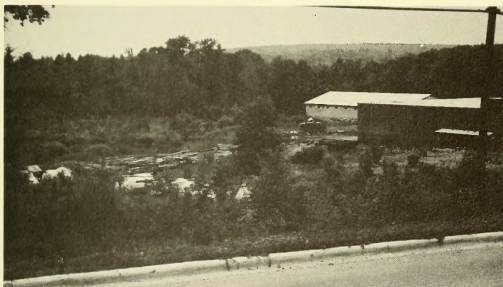


For the future appearance of Albemarle's industrial areas a basic change in attitudes is needed, in which the prestige value of beautiful industrial facilities will be sufficiently important to the entrepreneur to encourage him to make some economic sacrifices. Indications of such a trend are evident among many of the larger companies and it is hoped that the smaller ones will soon be following suit.



The most unsightly industrial establishment in Albe-
marle could be vastly improved by taking action upon the
following recommendations.

1. Consider the functional relationships of the entire in-
dustrial site; proper relationships between buildings,
service, parking, service auto and pedestrian circula-
tion.
2. Repair and paint buildings.
3. Designate adequate off-street parking and loading spaces.
4. Locate out of view or screen outdoor storage of mater-
ials or trash.
5. Devote adequate area to landscaping in the form of lawns,
planted areas, buffers, etc.

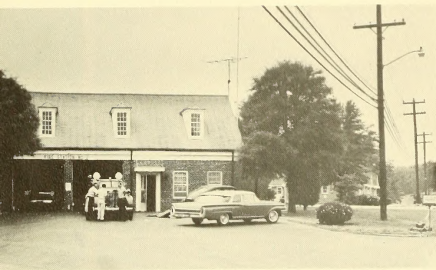
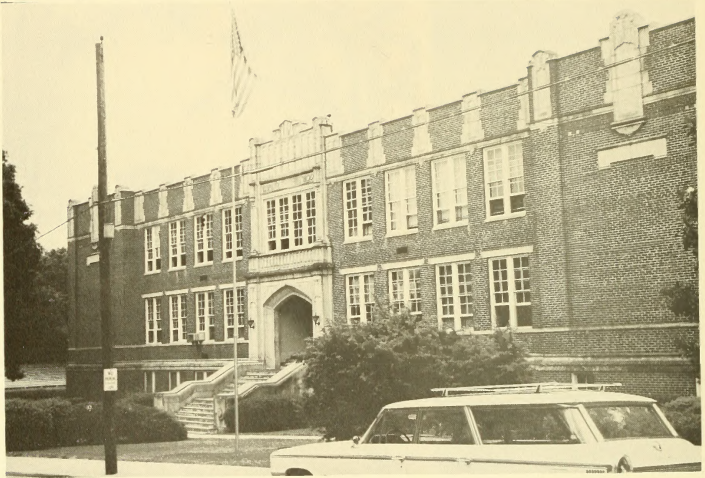


"I DON'T THINK THERE IS ANYTHING THAT
COULD OCCUPY OUR ATTENTION WITH
MORE DISTINCTION THAN TRYING TO PRE-
SERVE FOR THOSE WHO COME AFTER US
THIS BEAUTIFUL COUNTRY WHICH WE HAVE
INHERITED."

JOHN F. KENNEDY



GENERAL
APPEARANCE



PUBLIC AND SEMI-PUBLIC BUILDINGS AND LAND

The presence of public and semi-public buildings and land within Albemarle adds to the visual appeal of the City. Albemarle has many areas which fit into this category, consisting mainly of the parks and playgrounds, city hall, Stanley County Courthouse and library, Stanley County Hospital, Wiscasset YMCA, City Water Plant, Post Office, County Health Center, and the various schools and churches. Also to be included are the streets and highways within the City.

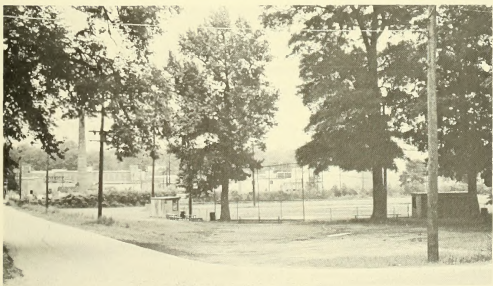
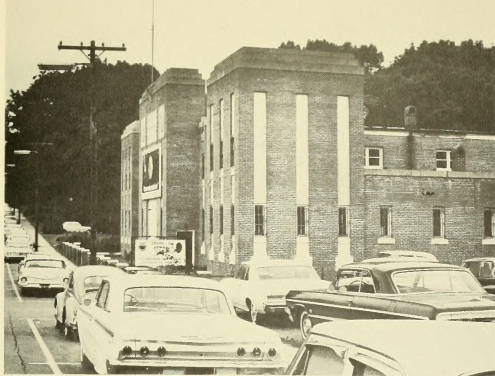


Public and semi-public buildings and land offer numerous possibilities in the future development and appearance of Albemarle. Parks and open spaces should be developed for their utilitarian purpose of recreation, but also in order to provide a contrast between the intensity of concentrated urban land uses and open spaces with their natural beauty. This provision of open space should not be limited to land within the city limits. There are many beautiful woodland areas and farmland adjacent to the City which should be retained for public open space. Full advantage should be taken of the beautiful scenery in this surrounding area. Wherever possible, overlooks and vistas should be provided to take full advantage of the view and bring the beauty of the surrounding countryside into the urban landscape.



Public and semi-public buildings have the tremendous possibility of adding significance and identity to the appearance of the city by creating dramatic structures within which people work, play or worship. Unfortunately many of the public and semi-public buildings in Albemarle have been built in such a manner that they make no statement of beauty and therefore add little to the City's appearance. The treatment of the grounds of these buildings also adds or detracts from the visual pleasure in viewing the building. Any program for the beautification of Albemarle should include complete landscaping proposals for all possible public and semi-public facilities.



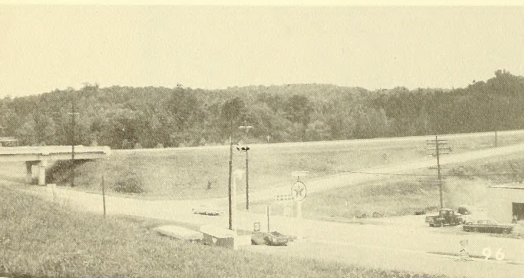


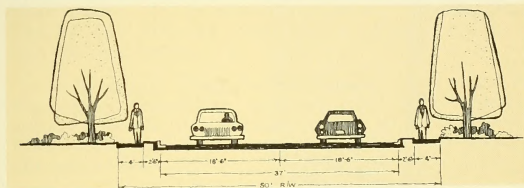
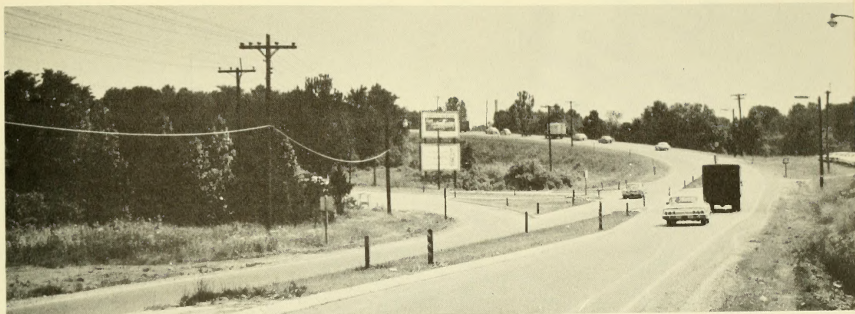


Highway Entrances to Albemarle

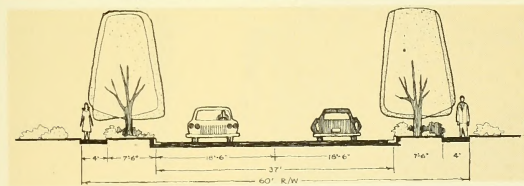
The appearance of entrance highways into any city is one of the most important elements in establishing an immediate impression of that city. In Albemarle as in most American cities, these entrance highways have become cluttered with obtrusive land uses, deteriorated structures, junk yards, billboards, and visual litter. Is this a gracious way to welcome a visitor to Albemarle? If not, there are many things which can be done to help improve the existing conditions and guard against future ugliness.

A community-wide program of highway landscape development should be encouraged and promoted. Standards of design and proper controls should be applied to create an inviting entrance. Land use should be limited, buildings properly maintained and landscaped and commercial advertising controlled as discussed in a previous chapter. With proper attention to these details the entrance highways could become pleasing gateways to a more beautiful Albemarle.

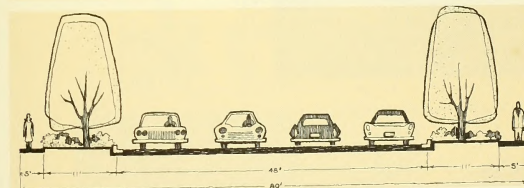




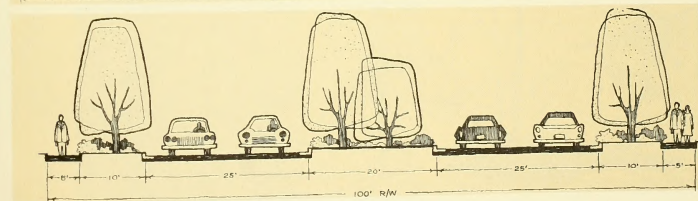
**RESIDENTIAL STREET 50' R/W-
TREES ON PRIVATE PROPERTY**



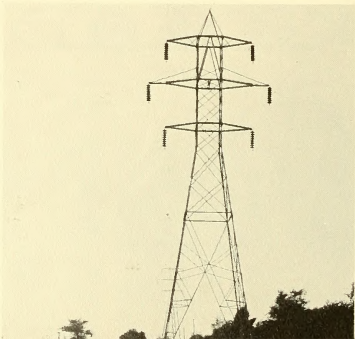
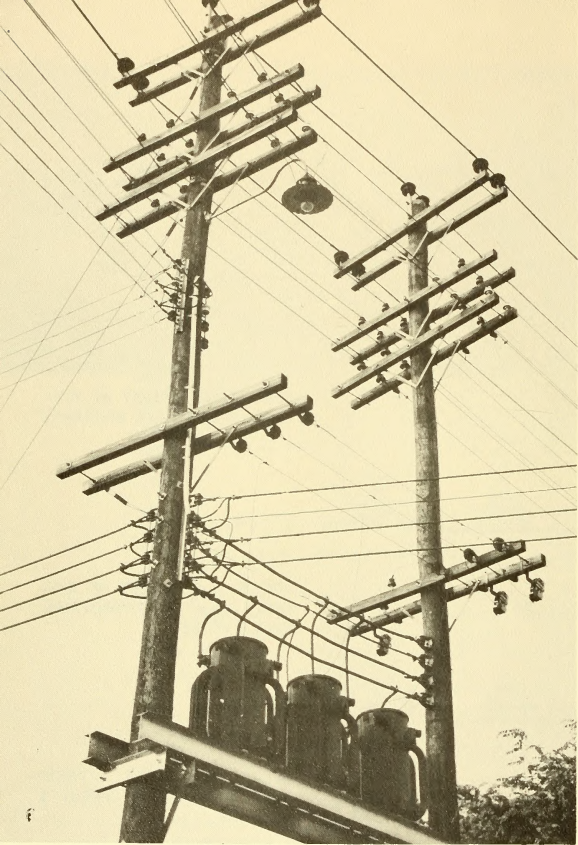
**RESIDENTIAL STREET 60' R/W-
TREES PLANTED BETWEEN SIDE-
WALK & STREET**



**COLLECTOR STREET - TREES
PLANTED BETWEEN STREET &
SIDEWALK**



**ARTERIAL STREET WITH PLANT-
ED MEDIAN STRIP**

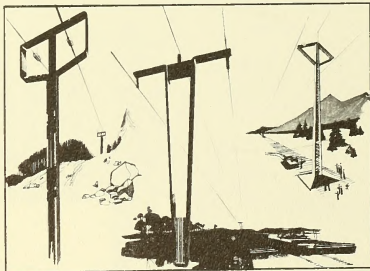
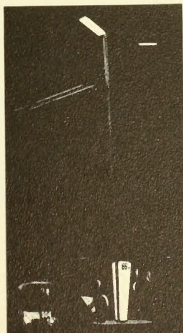
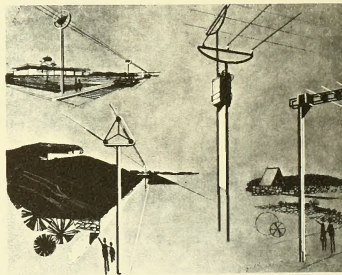
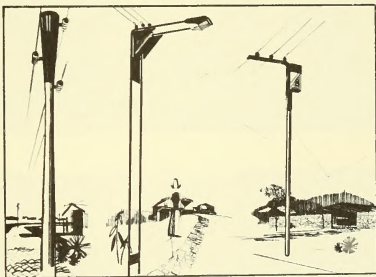


OVERHEAD WIRING AND UTILITY POLES

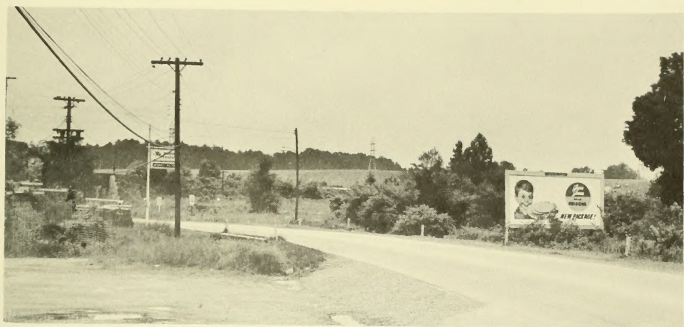
The City of Albemarle is to be congratulated on its initiative in the removal of overhead wiring from the downtown area, thereby eliminating one of the greatest eyesores in any community.

It is strongly recommended that the City extend its program of removing overhead wiring to include the highways leading into town and the residential areas as well. Also, as new residential areas are developed, all of the wiring should be placed underground from the beginning. As new technical advances in the field of underground utilities are being made, the cost is gradually coming down. It is hoped that in the near future the cost of underground utilities will be approximately the same as for overhead. Until that time, it is worth the small difference in cost to be rid of the clutter and visual chaos created by so much of our wiring today.

In cases where underground installations are not economically feasible, efforts should be made to improve the appearance of the utility poles and lines. The accompanying illustrations show some possibilities for future overhead installation.

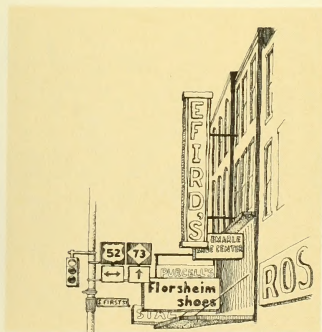






SIGNS

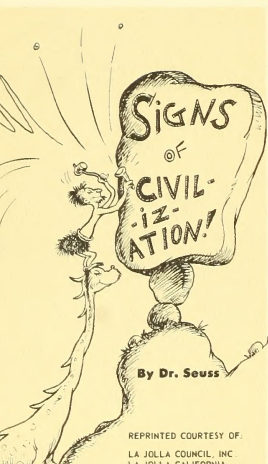
A ride through almost any city in North Carolina, including Albemarle, will show the observer many scenes both good and bad. One of the sights that has a tremendous visual effect is the many signs and billboards used for advertising, informing and directing within the City. Because signs and billboards have become an accepted part of our contemporary landscape, it is imperative that the direction of this "sign" of our times be changed from that of the eyesore to that of the beautiful.



This does not mean that we should do away with all signs and billboards. A city devoid of these directions would indeed lose much of its charm and efficiency. It does mean that we must veer away from excess, too many, too big, too gaudy, too ugly, etc., and put more thought into the effective design and proper placement of necessary signs and billboards. The same kind of careful thought and planning incorporated in the architecture of a building should be devoted to signs, both inside and outside an establishment. Walkway, street, building number, and directional signs, should not just be plopped down in the landscape, but all should show a relationship to the surrounding area. Advertising signs may show individuality and creativeness, but should nevertheless be part of the whole visual scheme. On all signs and billboards, shape, placement, colors, letterforms, layout and other features should be meticulously planned, not merely entrusted to random chance.

Specific principles for the improvement of signs in the various areas of Albemarle are shown in the individual chapters which discuss the separate uses.

Generally, the solution to the problem of signs and billboards lies in educating the public to demand higher standards of aesthetics, and then support voluntary and compulsory programs to attain these higher standards. Action on this recommendation would possibly require the City of Albemarle to adopt additional sign regulations into its zoning ordinance. Suggested amendments to the zoning ordinance pertinent to this discussion are shown in the appendix.

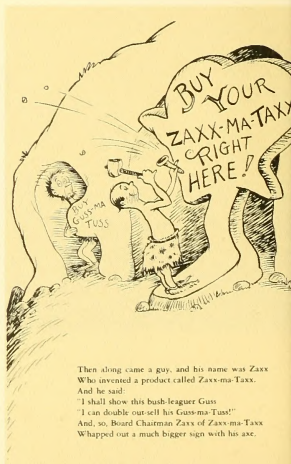


By Dr. Seuss

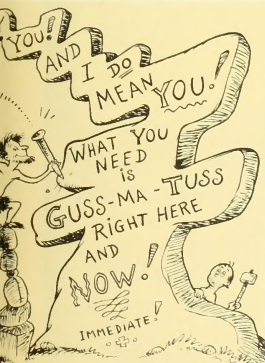
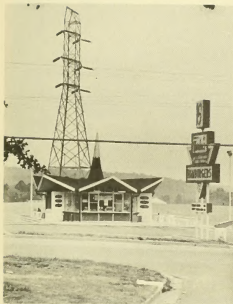
REPRINTED COURTESY OF:
LA JOLLA COUNCIL, INC



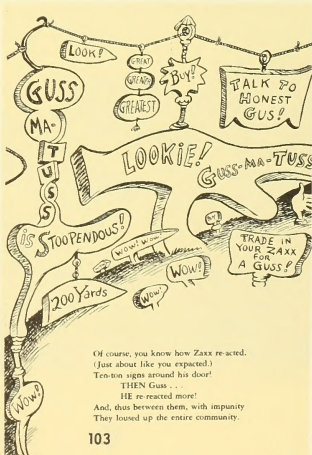
here once was a guy
And his name was Guss
Who invented a product
Called Guss-ma-Tuss.
(I forgot what it did,
But the product was good.)
So he whapped out a sign
As he darred well should



Then along came a guy, and his name was Zaxx
Who invented a product called Zaxx-ma-Taxx.
And he said:
"I shall show this bush-league Guss
"I can double out-sell his Guss-ma-Tuss!"
And so, Board Chairman Zaxx of Zaxx-ma-Taxx
Whapped out a much bigger sign with his axe.

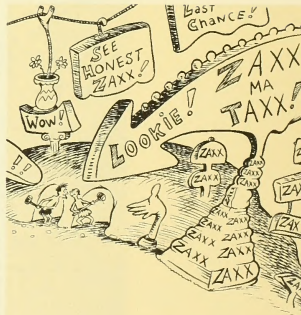


That's how it all started.
THEN good old Guss
Put a bigger pitch in
For Guss-ma-Tuss!

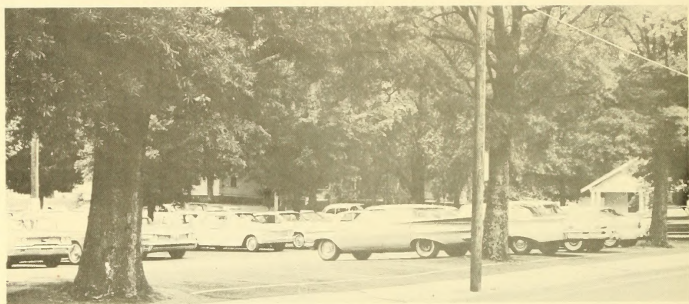


Of course, you know how Zaxx re-acted.
(Just about like you expected.)
Ten-ton signs around his door!

THEN Guss...
HE re-acted more!
And, thus between them, with impunity
They loused up the entire community.



Sign after sign, after sign, until
Their property values slumped to nil.
And even the dinosaurs moved away
From that messed-up spot in the U.S.A.

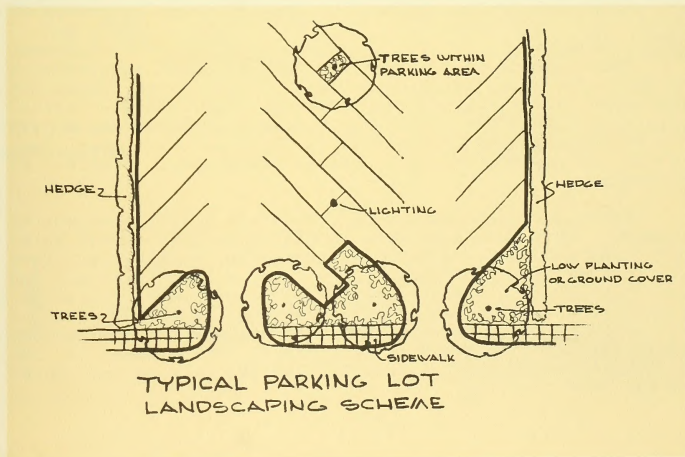


PARKING LOTS

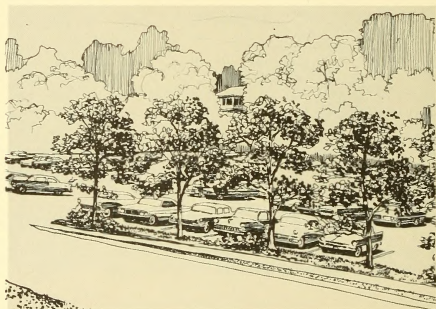
In Albemarle, as in any American city, the majority of citizens drive to all activities. As a result, the parking lot has become an essential part of our everyday life. Yet, many obvious factors have been overlooked in the provision of adequate parking facilities.

The primary requirement of a good parking lot is that it be located close to the activity it serves. It must be easily accessible to the majority of persons that need to use it. Also it is important that the basic design and layout of the lot be such that it has a relationship to the surrounding area and that it is easy to maneuver and park in. The auto circulation should be simple and evident, and there should be a minimum of auto - pedestrian conflict within the lot. Each lot must be individually designed with reference to the size, shape, street pattern, adjacent properties, nature of soil, number of cars to be accommodated, hours and kind of use, etc. An allowance of 10% of the land for landscaping is a reasonable minimum.

A successful parking facility should be properly graded and paved with appropriate surfacing. Curb and gutter, signs, lighting and other improvements should be considered.

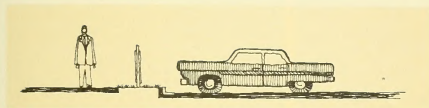


The typical parking lot in Albemarle today regardless of its location detracts from its environment. Parking lots in all areas of the City can and should be more than just bare utilities. A properly landscaped parking lot will augment prestige and appearance and will contribute greenery to areas devoid of natural beauty. Landscaping helps screen lots from passersby and occupants of nearby buildings, and reduces the nuisance potential of lights, exhaust fumes and noise. Proper landscaping can help control circulation of cars and pedestrians, identify entrances and exits, provide reference points for locating cars in large lots, and give shade to people and cars.

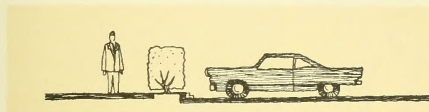


The planting of trees is one of the basic requirements in the landscaping of parking lots. Trees screen, shade and add value and beauty to the property. They require little maintenance and take little ground space. Trees which have low branches are to be avoided, as well as trees that drop excessive amounts of sap, seeds, seed pods, fruits, or blossoms.

Trees selected should be those not easily subject to disease. They should be able to get along with normal rainfall, and not be particularly attractive to insects. They should grow at a reasonable rate, have a long lifetime, and bear foliage of a pleasant shape and color. Other considerations in the selection of the proper tree would include, the shape of tree required, its ultimate height, the foliage characteristics, texture and color, the shape of the branches when they are leafless, and the texture and color of the bark.

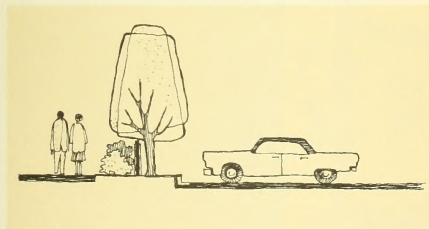


FENCE BARRIER

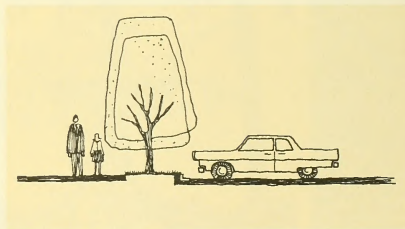


HEDGE BARRIER

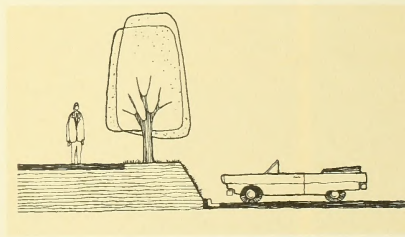
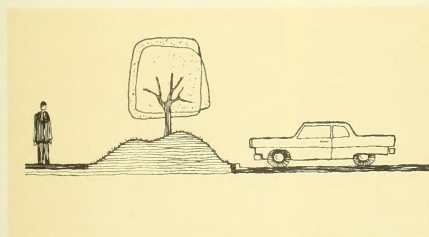
Another major factor in the appearance of parking lots is the need to conceal the parked automobiles. This may be accomplished by a number of means: fencing, planted hedges, depression of the lot, and mounding of earth to create a visual barrier. Some of the main considerations in the choice of a visual barrier are zoning ordinance restrictions, initial cost, upkeep, character of nearby buildings, drainage and the particular visual appearance desired.



TREE AND HEDGE BARRIER
MOUND BARRIER



TREE BARRIER
DEPRESSED LOT

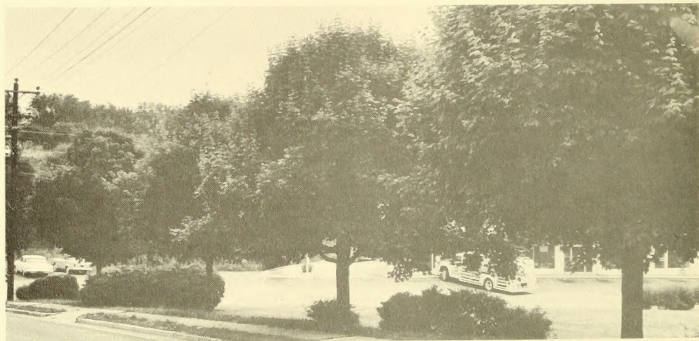


"HE THAT PLANTETH A TREE
IS A SERVANT OF GOD,
HE PROVIDETH A KINDNESS
FOR MANY GENERATIONS,
AND FACES THAT HE HATH NOT
SEEN SHALL BLESS HIM."

HENRY VAN DYKE



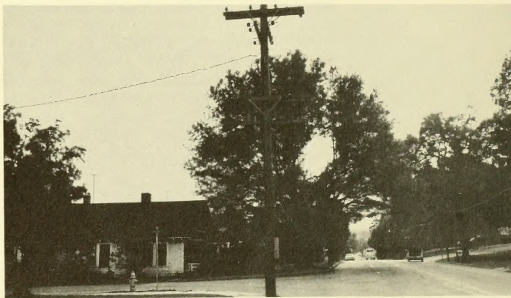
STREET TREES



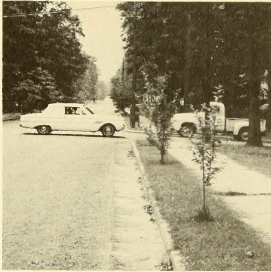
STREET TREES

Street Tree Planting

No community is complete without the beauty and charm of healthy, well placed street trees. For this reason municipal street tree planting programs seldom meet serious opposition. Trees improve the appearance of our streets by lessening the monotony of brick, wood, and concrete. They provide shade for the pedestrian and the motorist, absorb some of the street noises, and even help purify the air. Authorities tell us that green is restful to the eyes and that without trees and vegetation this world would not only be a dismal place in which to live but would not support human life.



Despite their assets, street trees, if improperly planted or maintained, may become a municipal liability. Falling limbs or even entire trees may injure pedestrians and passing motorists or cause extensive property damage. Root systems may disturb adjacent sidewalks, curbs and lawns, and eventually clog nearby sewer lines. Leaves, fruits and nuts falling from trees must be removed promptly or they will block catch basins and storm drains. Foliage of improperly located or pruned trees may substantially impair the effectiveness of street lighting and require costly and unsightly pruning to avoid injury from or damage to overhead utility lines. In addition to this, diseased or dead trees must be quickly removed before they cause undue damage.



Healthy stands of street trees do not just happen. They are the result of careful planting and continuing maintenance. In the past, street trees were generally planted by individuals or garden clubs. The only responsibility assumed by the City was the removal of those trees which constituted a hazard to vehicles or pedestrians.

Today in Albemarle, due to the scope and requirements of a street tree planting program, it is felt that such a program could best be carried out through action of the municipal government. The street tree planting program in Albemarle could consist of complete control of all planting and maintenance by the City or it could just involve the regulation of private planting.

A bona fide street tree planting program involves a great deal more than just municipal regulation of private tree plantings. A more comprehensive approach includes multiple phases: - First, the preparation of an inventory of existing trees and shrubs of public streets and property, showing the variety or species, age, and condition. From this inventory, a recommended master street tree plan prepared by a landscape architect, would indicate proposed planting or replacements of trees on all municipal streets and property. In conjunction with the plan for planting new trees, there must be initiated a program for the periodic checking, care, and maintenance of existing trees.

Lacking funds or facilities to develop and carry out such a plan, the City may wish to rely on regulations and prohibitions to prevent crowding and the planting of specific trees which are likely to become municipal liabilities and headaches. An example of a typical street tree ordinance is shown in the appendix. In lieu of prohibiting the planting of certain types of street trees, the City may adopt an official list of trees acceptable for street planting. The following list could serve as a starting point for selecting trees for street tree plantings. This list should form the framework for a comprehensive list prepared by a landscape architect in conjunction with a master street tree plan for Albemarle.

ACER FLORIDANUM ————— SOUTHERN SUGAR MAPLE

HEIGHT ————— 40-60 feet
 SPREAD ————— 20-30 feet
 FORM ————— OVAL
 TEXTURE ————— MEDIUM



The Southern Sugar Maple has a medium textured, dark blue-green foliage which turns a brilliant yellow in autumn. Lacy yellow flowers appear in the spring on this long-lived disease free tree. Although it is a slow grower, it is an excellent street tree.

ACER PALMATUM ————— JAPANESE MAPLE

HEIGHT ————— 20-24 feet
 SPREAD ————— 20-25 feet
 FORM ————— HORIZONTAL BRANCHING
 TEXTURE ————— FINE



The Japanese Maple is a small, low and spreading tree with twisted branches. Its fine textured foliage and horizontal effect give it an exotic appearance, especially when the foliage turns red in the fall. The Japanese Maple is enduring, clean in growth, and free of disease. A beautiful red leafed variety is available for use where more color is desired.

ACER PLATANOIDES ————— NORWAY MAPLE

HEIGHT ————— 40 feet
 SPREAD ————— 35 feet
 FORM ————— ROUND HEADED
 TEXTURE ————— COARSE



Because of its pleasant form and its hardiness, the Norway Maple has become one of our best ornamental trees. In the spring the tree is densely covered with clusters of greenish yellow flowers and in the fall the leaves turn yellow. The Norway Maple is fast growing and makes satisfactory growth on poor soils. It is particularly well adapted for cities, because it seems to withstand well the smoke, gases and dust and is relatively disease resistant. There are some upright and columnar varieties of the Norway Maple available and all make excellent street trees.

ACER RUBRUM ————— RED MAPLE

HEIGHT ————— 40-50 feet
 SPREAD ————— 25-35 feet
 FORM ————— ROUNDED
 TEXTURE ————— MEDIUM



During the spring the broad-round-headed red maple has tiny scarlet flowers. Later winged seeds prolong the red effect until the light silvery green leaves appear. In autumn the leaves turn into brilliant shades of scarlet. During the winter, the gray buck-like bark of the upper parts of the tree adds to its attractiveness. Due to its red coloration, its hardiness, and its rapid growth, the red maple is a good lawn specimen as well as an excellent shade tree.



CERCIS CANADENSIS ————— EASTERN REDBUD

HEIGHT ————— 15-20 feet
SPREAD ————— 10-12 feet
FORM ————— OVAL
TEXTURE ————— MEDIUM

Heart-shaped, glossy green leaves turning a bright, clear yellow in autumn indicate one of the redbuds outstanding features. Bright pink flowers are born in profusion in the spring. Later reddish fruit hangs on the redbud tree during the summer and most of the winter. The redbuds combine beautifully with the dogwoods which bloom at the same time.



CORNUS FLORIDA ————— FLOWERING DOGWOOD

HEIGHT ————— 15-25 feet
SPREAD ————— 15-25 feet
FORM ————— HORIZONTAL BRANCHING
TEXTURE ————— MEDIUM

Lustrous green foliage on the side branches forms flat horizontal planes on the flowering dogwood. A massive flower effect is achieved in the spring when the dogwood is covered with white or pink blooms. In the fall, the green leaves turn to a brilliant crimson. This red coloration is prolonged throughout the winter with the appearance of bright scarlet berries. The flowering dogwood is one of the finest of the small flowering trees for this region. It is clean in habit and adaptable to almost every variety of soil. The flowering dogwood yields constant beauty year after year with little or no care.



CRATAEGUS LAVALLEI ————— LAVALLE HAWTHORN

HEIGHT ————— 20-25 feet
SPREAD ————— 15-20 feet
FORM ————— UPRIGHT ROUNDED
TEXTURE ————— MEDIUM

The Lavalle Hawthorn has rich green foliage which turns to purple in early fall. White June flowers are followed by coral-colored berries in late summer. Reddish winter buds and picturesque branch structure complete the list of qualities that make the pest-free Lavalle Hawthorn desirable for street planting.



GINKGO BILOBA ————— MAIDENHAIR TREE

HEIGHT ————— 50-70 feet
SPREAD ————— 30-40 feet
FORM ————— IRREGULAR
TEXTURE ————— MEDIUM

The spreading and irregular branches of the Ginkgo have dull green fan shaped leathery leaves which turn to a beautiful yellow in autumn. The male Ginkgo is preferred for ornamental plantings due to the ill-smelling green fruits dropped by the females in late summer. The Ginkgo is noted for its open habit of growth, brilliant yellow fall coloring, ability to grow well under any conditions and immunity to disease and insects.

GLEDISIA TRIACANTHOS INERMIS MORAINE —
MORAINE LOCUST

HEIGHT _____ 50-80 feet
SPREAD _____ 30-40 feet
FORM _____ OVAL - VASE SHAPED
TEXTURE _____ FINE



A beautiful vase shaped tree, in form resembling the American Elm. The Moraine Locust is a fast growing tree, is tolerant of a wide range of soils and is easily transplanted. Unlike some of the other locusts, it has no thorns and does not produce unsightly seed pods. In addition to the above its tolerance of city conditions make the Moraine Locust a desirable lawn and street tree.

ILEX OPACO FOSTERI #2 — FOSTERI HOLLY

HEIGHT _____ 18-20 feet
SPREAD _____ 6-8 feet
FORM _____ UPRIGHT - PYRAMIDAL
TEXTURE _____ MEDIUM FINE



This is a very hardy handsome tree, a cross between Ilex cassine and Ilex opaco. It is pyramidal shaped with evergreen spring leaves.

KOELREUTERIA PANICULATA — PANICLED GOLDEN
RAIN TREE

HEIGHT _____ 20-30 feet
SPREAD _____ 10-14 feet
FORM _____ ROUNDED
TEXTURE _____ FINE



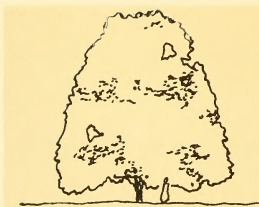
The symmetrical, round golden rain tree has a canopy of foliage which is finely divided so that it gives an appearance of a fine textured dark green crown. In June and July, large buds of bright yellow flowers appear and are followed by decorative golden brown, bladder-like seed pods which look like Chinese lanterns. The Gold Rain Tree withstands drought, is disease resistant, and will do well in poor soil.

LAGERSTROEMIA INDICA — CREPE MYRTLE

HEIGHT _____ 20-30 feet
SPREAD _____ 10-15 feet
FORM _____ UPRIGHT - ROUNDED
TEXTURE _____ MEDIUM



This handsome small tree has dull green foliage appearing in the spring, which turns a burnished copper in the fall. Throughout the summer, upright clusters of flowers, (pink, red, and white) create a profusion of color. The sculpture-like appearance of the trunk and bark makes the crepe myrtle interesting all year round. The crepe myrtle is reasonable fast growing, relatively free from disease and is long lived.



MAGNOLIA GRANDIFLORA — SOUTHERN MAGNOLIA

HEIGHT _____ 60-80 feet
 SPREAD _____ 40-50 feet
 FORM _____ UPRIGHT PYRAMIDAL
 TEXTURE _____ COARSE

The large rich glossy evergreen foliage of the Southern Magnolia forms a lustrous backdrop for the exotic, immense, fragrant white flowers and the scarlet berry cones which appear throughout spring and summer. The typical magnolia has very low trunk branches and should be used only in places where it has plenty of room to grow. The Southern Magnolia has been called one of the most splendid ornamental trees in American forests.



PHELLODENDRON AMURERSE — CORK TREE

HEIGHT _____ 25 feet
 SPREAD _____ 15-20 feet
 FORM _____ ROUNDED
 TEXTURE _____ MEDIUM FINE

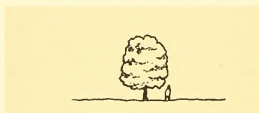
The foliage of the cork tree lines low branches and forms a broad umbrella-like crown. Turning yellow in the fall, the leaves present a colorful contrast with the small black fruits which persist throughout the winter. A vigorous strong tree with a broad branching habit, massive picturesque branches and an interesting corky bark. The cork tree is ideal for city use.



PLATANUS ACERIFOLIA — LONDON PLANE TREE

HEIGHT _____ 50-100 feet
 SPREAD _____ 25-70 feet
 FORM _____ ROUNDED
 TEXTURE _____ COARSE

The London Plane Tree is very similar in appearance to the American Sycamore but is more resistant to foliage damage by disease. The London Plane Tree is a desirable quick growing shade tree suitable for use under smokey, dusty city conditions in almost any type of soil. Its interesting, flashing, mottled bark assumes a variety of forms and colors and gives the trunk and large branches an interesting winter effect. This tree has wide-spreading open branches and is relatively resistant to disease. The London Plane Tree and Sycamore is one of the most planted street trees in America.



PRUNUS CAROLINIANA — CAROLINA CHERRY LAUREL

HEIGHT _____ 20-30 feet
 SPREAD _____ 15-20 feet
 FORM _____ UPRIGHT ROUNDED
 TEXTURE _____ MEDIUM

This beautiful small tree has the advantage of being an evergreen, holding its leaves all year round. The lustrous, dark green foliage, forms a small symmetrical tree with a heavy round crown. Numerous small white flowers form in the spring and black berry-like fruits develop later. The Cherry Laurel is relatively free of insects and disease.

PRUNUS SERRULATA KWANZAN — KWANZAN CHERRY

HEIGHT ————— 20 feet
 SPREAD ————— 15-20 feet
 FORM ————— ROUNDED
 TEXTURE ————— MEDIUM



The Kwanzan Cherry is an upsweeping, broad-headed tree with double pink flowers. The double pink blossoms and bright reddish copper new foliage make it a colorful display in the early spring. It is one of the most popular and hardy double flowering cherries. For street tree plantings it is best to use a high branched or tree form type with straight trunk and good tops with branches beginning from 5 to 6 feet from the ground.

QUERCUS BOREALIS MAXIMA — EASTERN RED OAK

HEIGHT ————— 50-60 feet
 SPREAD ————— 40 feet
 FORM ————— ROUNDED
 TEXTURE ————— MEDIUM



One of the best oaks for city conditions. It is a clean, handsome, upright tree and forms a large round head. A deeply serrated leaf turns a brilliant red in the fall.

QUERCUS COCCINEA — SCARLET OAK

HEIGHT ————— 60-80 feet
 SPREAD ————— 30-40 feet
 FORM ————— ROUNDED
 TEXTURE ————— MEDIUM



Bright green, lustrous, deeply cut foliage enhances the narrow open crown of the scarlet oak. Red coloration is the major feature of the scarlet oak-bright red flowers in the spring, scarlet leaves in the fall, and reddish brown acorns in the latter part of autumn. Scarlet oaks are clean in habit, strong and long-lived. They make an excellent shade tree and are outstanding planted on lawns, streets, parks, and roadsides.

QUERCUS PHELLOS — WILLOW OAK

HEIGHT ————— 80-100 feet
 SPREAD ————— 40-50 feet
 FORM ————— ROUNDED SYMMETRICAL
 TEXTURE ————— FINE



The finest textured of all the oaks, this tree is widely used for ornamental and street tree planting throughout the middle eastern and southern states. The light green shiny willow-like leaves turn yellow in the autumn. The willow oak is a strong, long-lived, and rapid growing tree with a comparatively shallow root system that makes it an easy tree to transplant.

"A BEAUTIFUL AMERICA WILL REQUIRE ...
THE CONCERN AND ACTION OF INDIVIDUAL
CITIZENS, ALERT TO DANGER, DETERMINED
TO IMPROVE THE QUALITY OF THEIR SUR-
ROUNDINGS, RESISTING BLIGHT, DEMANDING
AND BUILDING BEAUTY FOR THEMSELVES
AND THEIR CHILDREN."

LYNDON B. JOHNSON



IMPLEMENTATION

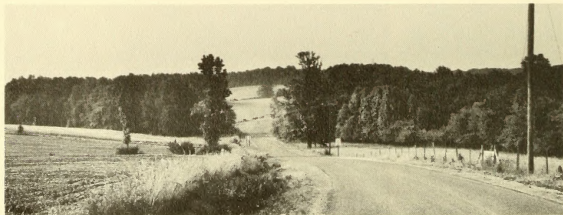
ORGANIZATIONAL STRUCTURE

Energy and motivation for the beautification of Albemarle can be found in abundance among many public spirited citizens and groups. However, a complete beautification program cannot be carried on by isolated individuals or groups no matter how energetic and willing they may be.

Objectives must be carried out through a central permanent organization in order that all efforts be channeled in the right and the same direction. An organization is needed because implementing suggestions of this study will require a central switchboard to plan, coordinate, and administer the carrying out of recommendations, and to represent the wide diversity of people and opinions involved in this project.

To do this, it is suggested that an Albemarle Beautification Commission be formed. This Commission should have representation from merchants, property owners, city council, county commissioners, organized civic clubs, chamber of commerce, interested citizens and the press.

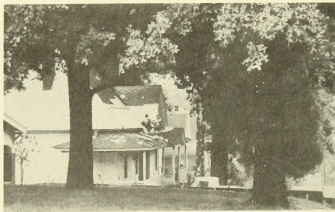
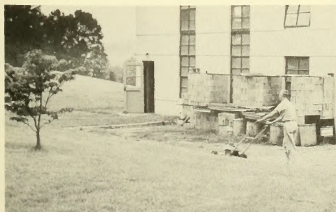
The Albemarle Beautification Commission should be organized as a tax-exempt, non-profit corporation with the right to receive and disperse funds, and should adopt objectives and by-laws appropriate to its task. Officers and an executive committee should be elected to conduct its business.



In general, the work of the Commission would consist of the following:

1. To weld the efforts of all individuals and groups into one concerted effort for their collective benefit.
2. To assume responsibility for seeking funds from various public and private sources.
3. To determine a priority schedule for proposed projects and programs.
4. To be responsible for the planning of specific projects and improvements. This would include the retaining of professional consultants to prepare proper plans and construction drawings to transform general programs into realities on the ground.
5. To work with the future city beautification staff on public oriented projects. It is very important that the City have proper representation on the Commission, so that coordination becomes a natural thing.
6. To provide a clearinghouse for ideas and opinions. It would be a forum where ideas could be expressed and evaluated, and where conflicting opinions could be debated and reconciled.
7. To keep the general public informed about what is taking place in all phases of Albemarle's beautification effort.

To establish a Beautification Commission which can carry out these tasks efficiently will require careful planning. It is suggested that the Mayor appoint a temporary Committee of eight, including himself, the City Manager, two representatives from the Chamber of Commerce, two representatives from the Garden Clubs and two representatives of the Civic Clubs of Albemarle. This small working group would be responsible for setting up the composition and administrative details of the commissions operation, establishing the charter, and presenting the results of their work to the citizens of Albemarle. This should be done with local legal assistance.

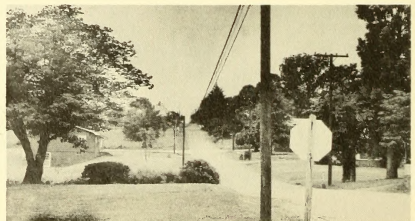
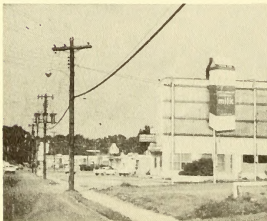




CITY PROCEDURES

In addition to coordination with the Albemarle Beautification Commission, the City should have an established procedure for dealing with beautification projects that involve the City in any way. Any project involving City land, materials, labor or maintenance should have City Council approval. To insure efficient and harmonious operation of all efforts a procedure should be established for individual project approval. A suggested procedure for this approval is as follows:

1. Submit application (completed) to City Manager (sample application found in appendix).
2. City Manager reviews application and consults with all departments concerned (including Albemarle Beautification Commission) to see if the project complies with overall beautification objectives.
3. City Manager makes recommendations to City Council.
4. City Council approves or disapproves project. If Council approves project, City participation is decided upon and necessary arrangements made.



ESTABLISHMENT OF CITY BEAUTIFICATION DEPARTMENT

It is recommended that in the near future the City of Albemarle consider the establishment of a Beautification Department. This would be separate from the Recreation Department and would have its own staff and budget. Even if the department is not formed for a few years, the City should begin at once to budget an annual appropriation to be used for Beautification under the existing Recreation Commission.

The Department of Beautification should be headed by a Landscape Architect or someone competent in the design and maintenance of park areas. This person should be a member of the present Albemarle Beautification Commission and should act as City Co-ordinator of public oriented projects.

MUNICIPAL CONTROL OF APPEARANCE

There are a number of things that can be done by the City of Albemarle to help control the appearance of the community. Specific design standards could be adopted by the City as part of the zoning ordinance and subdivision regulations. The sign provisions in the zoning ordinance are examples of what can be done. Other provisions requiring proper design and site planning should be considered. These provisions could be somewhat similar to the provisions relating to shopping centers in the present Albemarle Zoning Ordinance. This same type of thinking could be applied to all commercial and industrial districts, achieving a much better overall layout of facilities.

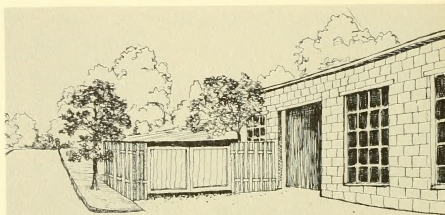
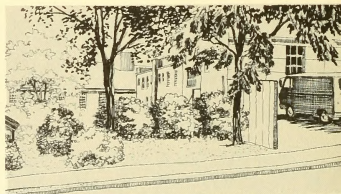
Some cities have adopted uniform architectural standards for their central business district - these control the architectural style of new buildings to be built in the area. Although this is not necessarily indicated in Albemarle, more thought should be given to how one building relates to another.

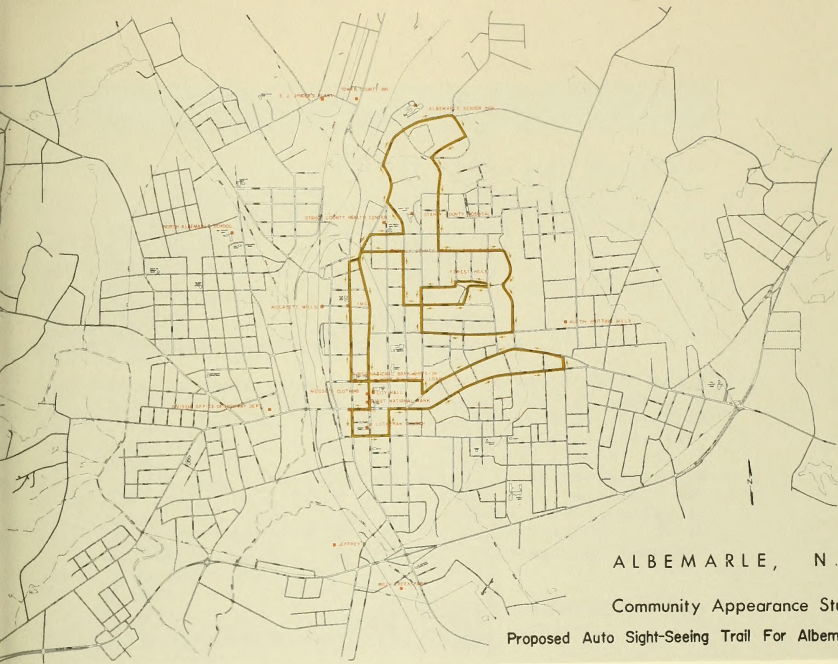
Another form of municipal control is the establishment of good standards in the design of public buildings and facilities, street lights, street name signs, and traffic control signals and signs. Public structures usually have a significant visual impact on the community. With proper design by competent architects they can be more attractive as well as functional. In some cases the improved appearance of public structures can be instigated by an unofficial group or an official public appearance commission such as the Albemarle Beautification Commission.

Proper maintenance of public facilities can also contribute to community appearance. Municipalities should establish good standards of street maintenance, street cleaning, refuse collection and disposal, and appearance of public vehicles.

PROPOSED PROJECTS

1. Establishment of continuing Publicity Campaigns on the Beautification of Albemarle. The success of a beautification program in Albemarle will depend to a great extent upon community cooperation and recognition of need. Every effort should be made to bring the matter before the public. Public spirited citizens are essential in helping to organize local campaigns and action programs. Local civic clubs devoting programs and projects to the beautification of Albemarle could accomplish wonders. The businessmen in the clubs might want to focus their attention on cleaning up and beautifying their own businesses in Albemarle. Newspapers, radio and television stations all can help in the gaining of public support, by keeping people informed on progress, recruiting volunteers, and disseminating know-how to carry out the necessary improvements. Many local news media throughout the country have sponsored contests and award programs with great benefit to their communities.
2. Implementation of recommendations in this study on downtown Albemarle and its beautification.
3. Implementation of Street Tree Planting Program as discussed earlier in this report.
4. Sponsoring of service station beautification contest.
5. Sponsoring of monthly commercial and industrial building and ground beautification contest.



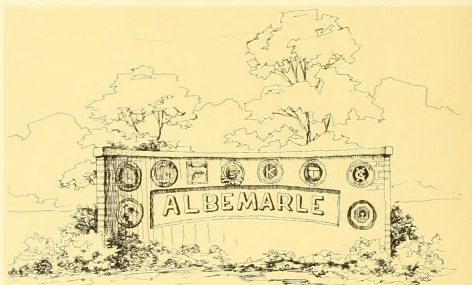
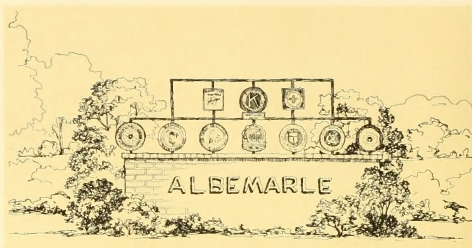


ALBEMARLE, N. C.

Community Appearance Study

Proposed Auto Sight-Seeing Trail For Albemarle

6. Establishment of scenic automobile trails for Albemarle. Driving is now the number one recreation activity in the United States. In order that residents and tourists may be able to enjoy many of the scenic buildings and places in Albemarle to the fullest, a route has been mapped out by which one can drive past the majority of the points of interest. A map of this trail or route is shown on the above drawing. This scenic trail should be marked by properly designed signs along the streets which could be easily followed by automobile. Special plantings and treatment of some of the streets and buildings along the trail could add additional appeal. For example, flowering trees of the same type could predominate the plantings on some of the streets. On others special plantings of flowers used along the street, and proper landscaping of some of the major buildings could add much to the visual enjoyment along this route.
7. Adoption of city tree and flower.
8. Implementation of parking lot planting and beautification program.



9. Erection of new entrance signs into Albemarle. These signs could be combined with the various civic clubs signs. Examples of possible signs are shown below.
10. Acceleration of anti-litter campaign.
11. Establishment of city-wide Clean-up, Paint-up, Fix-up campaign.
12. Improvement of highway entrance into town.
13. Extension of underground wiring program to eventually include all wiring in Albemarle.
14. Execution of landscape program for all public buildings.
15. Adoption of controlled sign campaign as discussed earlier in this report.

ASSISTANCE

There are a number of Federal, State and private programs that offer financial, technical or general assistance in the field of city beautification. The following list and description of programs should be helpful if any such assistance is needed.

The Land and Water Conservation Fund Program

This act signed into Federal law January 1, 1965 makes available moneys to states and certain Federal agencies (meeting specific requirements) to be allocated to counties, cities, soil conservation districts and other political subdivisions of the State to provide urgently needed public outdoor recreation areas and facilities. It is estimated that North Carolina's share will approximate \$2.5 million per year if this State meets the requirements for sharing in these funds. The money will be available for use on a 50-50 matching grant basis, to be used for purchase and development of recreation areas.

Inquiries should be made directly to the North Carolina State Planning Task Force, Raleigh, North Carolina.

The Urban Beautification and Improvement Program of the Housing and Urban Development Act of 1965.

This program makes available Federal grants to cover up to 50 percent of the amount to be spent on a local beautification program (this includes only that portion of the program in excess of the usual expenditures for beautification during past years). Examples of eligible activities are the development of parks, malls, squares, and other public areas with landscaping, walks, and minor recreation and outdoor exhibition facilities. Also eligible are street improvements such as lighting, benches, tree planting, and decorative paving. This program is limited to public lands and each activity must be part of a locality's official beautification program.

Inquiries should be made directly to E. Bruce Wedge, Regional Director of Urban Renewal, 645 Peachtree - Seventh Building, Atlanta, Georgia 30323.

Open Space Land Program of the Housing and Urban Development Act of 1965.

Signed into law August 10, 1965, this program consists of 50 percent grants to governmental agencies to be used for the acquisition of land for open-space purposes and for the development of such land acquired under the program. Eligible development includes landscaping, basic water and sanitary facilities, walks, malls, shelters, and installation of certain recreation facilities. Major construction such as amphitheaters, dock facilities, swimming pool, golf courses, etc., would not be eligible.

Inquiries into the program should be made directly to Mr. E. Bruce Wedge, Regional Director of Urban Renewal, 645 Peachtree - Seventh Building, Atlanta, Georgia 30323.

Sears, Roebuck & Co. - Sears Community Improvement Fund.

Sometimes known as Home and Neighborhood Development Sponsors.(HANDS) In this program cash grants are available to local garden clubs to help beautification programs. For information regarding program write Sears & Roebuck and Company, Public Relations Department, 675 Ponce De Leon Avenue, N.E., Atlanta, Georgia 30308.

The National Clean-Up, Paint-Up, Fix-Up Bureau

The Bureau, a non-profit foundation, offers recommendations, free assistance, services and materials to help start and carry out successful campaigns. The Bureau also sponsors a National Cleanest Town Achievement Award Contest which is geared to the degree of achievement that a community can attain through the voluntary efforts of its citizens in a total community improvement program. For more specific information contact National Clean-Up, Paint-Up, Fix-Up Bureau 1500 Rhode Island Avenue, N.W., Washington, D. C. 20005.

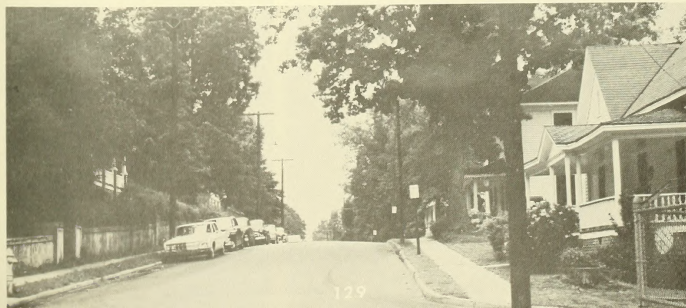
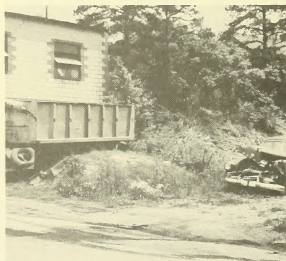
Keep America Beautiful, Inc.

A non-profit public service organization for the prevention of litter. KAB carries on a continuing program of public education and serves as a clearing house for litter prevention techniques and materials. For additional information write to - Keep America Beautiful, Inc., 99 Park Avenue, New York, N. Y. 10016.

N. C. State Agricultural Extension Service

Information regarding general landscaping and plant material as well as assistance in setting up programs of action, is available from the North Carolina State Agricultural Extension Service. Inquiries should be made directly to N.C. State University, Agriculture Extension Service, Raleigh, North Carolina.

Design professionals in the area, Landscape Architects and Architects in the area should be called on not only to prepare plans but to talk to groups interested in good design in the community.



"THE PERCEPTION OF BEAUTY IS A MOR-
TAL TEST."

HENRY DAVID THOREAU



APPENDIX

ALBEMARLE BEAUTIFICATION PROJECT APPLICATION

Club or sponsoring agent _____
Address (club or president) _____
President (head) _____
Project Chairman _____
Number of members in club _____

Estimated Project Cost

Planning _____
Landscaping and plant material _____
Hired Labor _____
Contributed Labor (by club) _____ (hours or cost)

Other participating groups _____
Type of participation _____
Project beginning and ending dates _____ to _____
Reason for project choice _____

Brief evaluation of value of project to community _____

Outline plans for insuring permanent maintenance of project

Expected City Participation

Planning _____
Materials _____
Labor _____ (hours or cost)
Other (explain) _____

If City is to be responsible for permanent maintenance of project
estimate time involved _____

Any other future projects of club _____

Suggested Changes in the Albemarle Zoning Ordinance Relating to Signs.

Page 6. Section 41.21

(b) Add to paragraph the following:

Advertising signs shall be considered as principal uses of land and shall meet all requirements there-to.

Page 9, Section 64.

Change entire section to read as follows:

Only one principal use of land on any lot.

Only one (1) principal use with customary buildings may hereafter be erected on any lot, except as authorized by Section 87 and Section 104, nor shall any building be erected on any residential lot which does not abut at least thirty-five (35) feet on a publicly dedicated or maintained street.

Page 10. Section 71.

To be changed as follows:

Advertising Signs and Structures

All advertising signs and structures shall be considered as principal uses of land and shall meet all requirements thereto. All advertising signs or structures shall be approved by the Building Inspector and shall comply with the following regulations

71.1 Location - Same

71.2 Size - No advertising sign shall exceed 350 square feet in area.

71.3 Illumination - No flashing, intermittent, red, green or yellow illumination shall be used on any sign or structure. All illuminated signs or structures shall be placed as to prevent the light rays or illumination therefrom being cast upon adjoining properties.

71.4 - Maintenance - Same as 71.3.

71.5 - Administration - Same as 71.4.

Page 23 -

Add to paragraph on signs - No sign shall project more than one (1) foot from any building wall or canopy edge.

Page 25 - Sign - All signs shall be approved by the building inspector and shall comply with the following regulations:

- No sign including advertising signs shall be located less than one hundred (100) feet from any residential district on the same side of the street; not more than one (1) advertising sign structure shall be allowed per two hundred (200) feet or less of lot frontage in single ownership, with one (1) additional advertising sign structure allowed per additional two hundred (200) feet of lot frontage.

All establishments permitted within the B-2 Highway Business District shall be permitted to erect not more than three (3) business signs whose combined surface area shall not exceed three (3) square feet of sign area for each lineal foot of principal building frontage, with letters occupying no more than 50 percent of the total allowable sign area. The total surface area permitted may be used in a lesser number of signs than the maximum permitted, but the maximum number shall not be exceeded, even though the total permissible surface area is not used.

All signs connected to building shall be constructed flat against the building, with no part of the sign projecting more than 12" from the building.

All establishments permitted within the B-2 Highway Business District shall be permitted to erect one free-standing sign with a surface area not exceeding forty (40) square feet, this sign shall not exceed thirty (30) feet in height and shall be used as part of the permissible surface area and number of signs attached to buildings. Service stations may also erect one sign not exceeding fifteen (15) square feet in area denoting the current price of gasoline and other items on sale. No other free-standing signs will be allowed.

Page 32 -

Sign - Use same requirement as B-2 Highway Commercial District.

Page 34 -

Sign - Use same requirement as B-2 Highway Commercial District.

STREET TREE PERMIT APPLICATION

(Complete in Triplicate)

City Beautification Department

City of Albemarle

Application for: () Planting
() Treatment
() Removal
() Trimming

I hereby apply for permission to (describe briefly work to be performed) _____

at (Street and Number) _____.

Type of tree _____; Size _____

Width of terrace _____ feet; Width of sidewalk _____ feet;

Width of street, curb to curb _____ feet; Building setback _____

feet; Zoning _____;

Height of overhead wires _____ feet; Distance from lighting

standard _____ feet; Location and name of other trees within

100 feet _____

Names of other street trees on block _____

Name and address of person who will do work _____

If permit is granted, I hereby agree to do the work in accordance with the standards and conditions set forth on the reverse side of this application.

Date: _____, 19 ____

Signed: _____
(Applicant)

Permit granted: _____, 19 ____.

Permit expires: _____, 19 ____.

Signed: _____
City Manager
or
Beautification Director

STANDARDS AND CONDITIONS

1. The Tree. The tree is to be from ___ to ___ inches in caliper 6 inches above the ground, free of disease, insects and mechanical injury, straight of stem, with a well developed root system. The trunk is to be free of branches to a height of at least ___ feet from the ground.

2. Planting. The tree is to be planted ___ feet from the outer edge of the sidewalk and ___ feet from the inner edge of the curb at the same depth as it was originally growing. All trees less than 12 feet high shall be staked. All trees 12 feet or more in height shall be supported by 3 to 5 guy wires which shall be covered with rubber hose or other suitable material where they encircle the trunk of the tree. The trunk shall be wrapped with burlap or a commercial tree wrapping material to a height of ___ feet above the ground.

3. Spraying. All spraying shall be done in accordance with the City requirements as to methods and procedures. Spraying shall be done only on calm days when the temperature is above ___ degrees F.

4. Trimming and Pruning. Trimmers shall not use climbing irons. Trees shall not be topped or dehorned. Trimmers must notify and obtain approval of the street department of the time and place of all operations, and must erect suitable signs and barriers to protect the public.

5. Trees to Become Property of City. The good health of all trees planted hereunder shall be guaranteed for one year after planting, after which time such trees shall become the property of the City.

6. Liability. All work shall be performed without cost to the City. The permittee agrees not to hold the City of Albemarle or any of its officers or employees liable for any accident to person or property caused through exercise of this permit. Any tree improperly planted will be subject to removal by or at the direction of the City Manager and the cost thereof assessed to the permittee.

7. Other Conditions. _____

AN ORDINANCE PROVIDING FOR THE PLANTING, MAINTENANCE AND
REMOVING OF TREES AND SHRUBS IN THE CITY OF
ALBEMARLE, NORTH CAROLINA

The City Council of the City of Albemarle, North Carolina do ordain as follows:

SECTION 1. PURPOSE

It is hereby declared to be the policy of the City of Albemarle, North Carolina, to regulate and control the planting, transplanting, removal, maintenance and protection of trees and shrubs in the City in order to eliminate and guard against dangerous conditions which may result in injury to persons using the streets, alleys, sidewalks or property of the City; to promote and enhance the beauty and general welfare of the City; to prevent damage to any public sewer or water main, street, sidewalk or other public property; to protect trees and shrubs located in public areas from undesirable and unsafe planting, removal, treatment and maintenance practices; and to guard all trees and shrubs within the City against the spread of disease or pests. It is the intent of the City Council that the provisions of this ordinance shall apply to all trees, shrubs or plants growing or hereafter planted in or upon any public right-of-way or other premises owned or controlled by the City, and also to all trees or shrubs growing or to be planted in or upon any private premises which shall threaten the lives, health, safety or welfare of the public or of the property owned or controlled by the City.

SECTION 2. DEFINITIONS.

Whenever the following words or terms are used in this ordinance they shall be construed to have the following meanings;

(1) Person. The word "person" shall mean person, firm, association or corporation.

(2) Exemptions. No permit shall be required to cultivate, fertilize or water public trees or shrubs. The Department of Beautification may authorize any person to do any work or act described in subsection (1) of this section without written permit whenever it is determined that such work or act will not be detrimental to the public interest and will be in accord with the spirit and other requirements of this ordinance.

(3) Requirements and Conditions of Permits. If the Department of Beautification determines that the proposed work or planting described in an application for a permit is necessary and in accord with (the purposes of this ordinance) (the master street tree plan), taking into account the safety, health, and welfare of the public, location of utilities, public sidewalks, driveways and street lights, general character of the area in which the tree or shrub is located or proposed to be located, type of soil characteristics and physiological needs of the species or variety of tree or shrub, he may issue a permit to the applicant.

As a condition of granting any permit to remove a public tree or shrub, the Department of Beautification may require that the permittee plant one or more trees or shrubs in place of the one removed, and no permittee under such a conditional permit shall fail, refuse or neglect to plant trees or shrubs of the type, size and in the location specified in his permit.

(4) Form: Expiration: Inspection. Every permit shall be issued by the Department of Beautification on the official form and shall include a description of the work to be done and shall specify the species of variety, size, nursery grade and location of trees or shrubs to be planted, if any. Any work done under such permit must be performed in strict accordance with the terms thereof and the provisions of this ordinance. Permits issued under this section shall expire 6 months after date of issue.

(2) Public Trees and Shrubs. The words "public trees and shrubs" shall mean all trees or shrubs located or to be planted on any park, playground or other property owned or controlled by the City or on any public street, alley, sidewalk or highway within the public right-of-way.

SECTION 3. DEPARTMENT OF BEAUTIFICATION

(1) The Department of Beautification shall direct, regulate and control the planting, care and removal of all public trees and shrubs within Albemarle and shall cause the provisions of this ordinance to be enforced.

SECTION 4. MASTER STREET TREE PLAN

At a time when the City of Albemarle adopts a master street tree plan, (showing the location and varieties or species of all public trees and shrubs growing or to be planted in the public right-of-way of all streets, within the City of Albemarle) no person shall hereafter plant, transplant or move any public tree or shrub on any street right-of-way of the City, except to the location shown on said plan and unless it is of this species or variety therein designated.

SECTION 5. PLANTING, CARE AND REMOVAL OF PUBLIC TREES AND SHRUBS.

(1) Permit Required. No person, except upon order of the Department of Beautification shall plant, transplant, move, spray, brace, trim, prune, cut above or below ground, disturb, alter or do surgery on any public tree or shrub within the City of Albemarle, or cause such acts to be done by others, without first obtaining a written permit for such work from the Department of Beautification as herein provided.

(5) Fee. The fee for a permit required by sub. (1) of this section shall be _____.

(6) Permits to Public Utilities. Whenever a permit is issued under this section to a public utility to move, trim, prune, cut, disturb, alter or do surgery on any public tree or shrub, the Department of Beautification shall limit the work to be done to the actual necessities of the utility and may assign an inspector to supervise the work done under the provisions of the permit.

SECTION 6. HOUSE MOVING PERMITS*

No person shall move any building, structure or object exceeding 13-1/2* feet in height or width upon, over or along any public right-of-way or other public place without first obtaining a written permit from the Department of Beautification who may require the applicant to furnish a bond or cash deposit to cover the cost of repairing or replacing any public trees or shrubs which are injured as a result of the moving operations, specify the route to be taken and impose any other conditions reasonably necessary for the protection of nearby public trees from injury. Permits issued under this section shall expire 30 days after date of issue.

SECTION 7. GENERAL TREE AND SHRUB REGULATIONS.

(1) Injury to Trees and Shrubs Prohibited. No person shall, without the consent of the owner in the case of a private tree or shrub, or without a written permit from the Department of Beautification in the case of a public tree or shrub, do, or cause to be done by others, any of the following acts:

(a) Secure, fasten or run any rope, wire, sign, unprotected electrical installation or other device or material to, around or through a tree or shrub.

* This provision should not be in conflict with other local ordinances requiring moving permits.

(b) Break, injure, mutilate, deface, kill or destroy or permit any fire to burn where it will injure any tree or shrub.

(c) Permit any toxic chemical, gas, smoke, salt brine, oil or other injurious substance to seep, drain or be emptied upon or about any tree or shrub.

(d) Excavate any ditch, tunnel or trench or lay any drive within a radius of 10 feet from any tree or shrub.

(e) Erect, alter, repair or raze any building or structure without placing suitable guards around all nearby public trees or shrubs which may be injured by such operations.

(f) Knowingly permit any unprotected electric service wires to come in prolonged contact with any public tree or shrub.

(g) Remove any guard, stake or other device or material intended for the protection of a public tree or shrub or close or obstruct any open space about the base of a public tree or shrub designed to permit access of air, water and fertilizer.

(2) Trees to be Kept Trimmed. Trees and shrubs standing in or upon any public right-of-way between the lot line and the curb or edge of the improved street or upon any private premises adjacent to any public street, right-of-way, park, playground or place shall be kept trimmed by the owner or owners of the premises upon or in front of which such trees or shrubs are standing so as not to interfere with public travel, obstruct the light of and street light or endanger public safety. Any trees with branches projecting over the public street, sidewalk, or any traveled portion of the right-of-way shall be kept trimmed so as to provide a clearance of 13-1/2 feet between the lowest branches of said trees and average grade. Any tree or shrub not trimmed as herein provided is hereby declared to be a public nuisance.

(3) Obstruction of View at Intersections Prohibited.

On corner lots there shall be no obstruction to vision, except for natural grade, between a height of two (2) feet and a height of ten (10) feet measured above the average elevation of the existing surfaces of the intersecting streets at their center lines, within the area formed by joining points on the property lines measured as follows:

a) on property lines abutting streets fifty (50) feet or less in right-of-way width, the points on the property lines shall be twenty-five (25) feet from the lot corner.

b) on property lines abutting streets more than fifty (50) feet in right-of-way width, the points on the property lines shall be forty (40) feet from the lot corner.

SECTION 8. AUTHORITY OF SUPERINTENDENT OF PARKS TO PRESERVE OR REMOVE PUBLIC TREES AND SHRUBS AND ABATE PUBLIC NUISANCES.

(1) Authority over Public Trees and Shrubs. The Department of Beautification shall have the authority to plant, trim, spray, preserve, renew and remove public trees and shrubs or cause such work to be done as may be necessary to insure the safety or preserve the symmetry and beauty of public streets or grounds and to protect public sidewalks, streets, sewers and mains from damage or injury.

(2) Authority over Private Trees and Shrubs.

a) Notice to Abate Nuisances. Whenever the Department of Beautification shall find on examination that any tree or shrub or part thereof growing or located upon private premises is a public nuisance as defined in this ordinance, or which endangers the life, health, safety or property of the public, or which is infested with parasites or insect pests or disease which may spread or scatter to public trees and shrubs, he shall notify the owner

or his agent in writing or by publication in a newspaper of general circulation in the City of Albemarle that the nuisance must be sprayed, removed or otherwise abated as directed in the notice within the time specified, which shall not be less than 10 days unless the Department of Beautification shall determine that immediate correction or removal is necessary for public safety.

b) Abatement by the City of Albemarle. If the owner of such premises or his agent shall refuse or neglect to comply with the notice within the time specified, the Department of Beautification shall cause the nuisance to be sprayed removed or otherwise abated and shall report the expense thereof to the City Manager who shall enter it as a charge against the property upon which the tree or shrub is located.

c) Authority of Department of Beautification to Enter Private Premises. The Department of Beautification shall have the authority to enter upon private premises at all reasonable times for the purposes of examining any tree or shrub located upon or over such premises and carrying out any of the provisions of this section.

SECTION 9. INTERFERENCE WITH DEPARTMENT OF BEAUTIFICATION PROHIBITED.

No person shall prevent, delay or interfere with the Department of Beautification or its agents, employees or servants while they are engaged in carrying out any work or activities authorized by this ordinance.

SECTION 10. PENALTIES

Any violation of this ordinance shall be deemed a misdemeanor punishable by imprisonment not exceeding thirty (30) days or a fine not exceeding fifty dollars as provided in Section 14-4 of the General Statutes of North Carolina.

SECTION 11. SEPARABILITY.

If any provision of this ordinance shall be declared invalid or unconstitutional by any court of competent jurisdiction, such declaration shall not invalidate any other provision of this ordinance.

SECTION 12. CONFLICTS.

Any ordinance or part thereof heretofore adopted which in any manner conflicts with any provision of this ordinance is hereby repealed to the extent of such conflict.

SECTION 13. EFFECTIVE DATE.

This ordinance shall take effect from and after its passage and (publication) (posting) as provided by law.

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